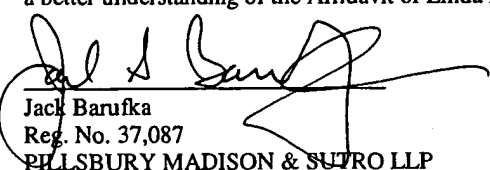


### ERRATA RE LINDA ICARD AFFIDAVIT

PAGE	ACTUAL CITE	CORRECT CITE
10, paragraph 9	September 29, 1993	September 27, 1993
11, paragraph 9, continued	CUT SQUARE	SQUARE CUT
16, 1 <sup>st</sup> paragraph	9/29/97	9/29/93

The undersigned counsel for Petitioner and for Protestor has noted the errata above and prepared this sheet to facilitate a better understanding of the Affidavit of Linda Icard.

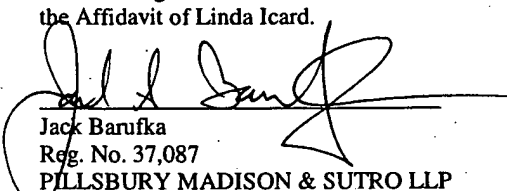
  
Jack Barufka  
Reg. No. 37,087  
PILLSBURY MADISON & SUTRO LLP  
December 8, 1999



## CROSS - INDEX TO SELECTED LINDA ICARD AFFIDAVIT REFERENCES

PAGE	SUBJECT	SEE EXHIBIT
12	Sep. 8 entry re CVNA order	C
18	Visual Tech P.O. to FLEXcon Sep 15 for "CLEAR STATIC VINYL"	A
23	U.S. Patent No. 5,525,177	I
23	U.S. Patent No. 5, 773, 110	J

The undersigned counsel for Petitioner and for Protestor has prepared the above cross-index to facilitate a better understanding of the Affidavit of Linda Icard.



Jack Barufka  
Reg. No. 37,087  
PILLSBURY MADISON & SUTRO LLP  
December 8, 1999

**EXHIBITS A – P**

**OF**

**LINDA ICARD AFFIDAVIT**  
**NOVEMBER 11, 1999**

This is the Exhibit marked A referred to in  
the Affidavit of Linda M. Icard dated  
this ..1<sup>st</sup>..... day of ..November.... 1999.

Before me Sharon M. Billis

~~My~~ Commission Expires January 31, 2001

Notary Public

1500  
1250

FAX TRANSMITTAL

VISUAL TECHNOLOGIES, INC. 10920 Southern Loop Boulevard  
Pineville, NC 28134 (704) 588-7466 FAX (704) 588-7329

TO.....: TRACEY BRACKETT  
LOCATION.....: ARCOP  
FAX NUMBER....: 708-832-3274  
FROM.....: LINDA M. ICARD, PRESIDENT  
Visual Technologies, Inc.  
DATE.....: 9/27/93

TOTAL NUMBER OF PAGES INCLUDING THIS PAGE: 1

TRACEY, - *Everything on 6' Core*  
Product Development Overview

*W/o 10/4-*

*- Static Cling  
- Junior Avery  
- Duramax*

*250 yds  
Pineville*

General Formulations

- \* Clear Vinyl - Did not work.
- \* Return all sheets and 18" roll.
- \* We will not order again.

*W/o 10/11*

Flexcon

- \* White Vinyl - Worked well
- \* Additional Material on order. (P.O. 669)
- \* 36" x 556 yds. (on 2 rolls) to arrive 10/11
- \* 18" x 556 yds.

*Flexcon TC  
Duramax*

Flexcon

- \* Clear Static Cling - worked well
- \* Additional Material on order (P.O. 659)
- \* 36" x 250 yds.
- \* To arrive 9/27

Duramax

- \* White Vinyl (P.O. 639)
- \* Arcor has not tested yet.
- \* 36" x 500 yds. (2 rolls)
- \* 18" x 500 yds. (2 rolls)

*Material to arrive week of 9/27-93  
10/11/93*

Avery

- \* White Vinyl
- \* Worked well the first time.
- \* Did not work well with new die. (.0633)
- \* Will Not order again.
- \* Need to finish 2 - 500 yd rolls (P. O. 652)

I would like us to agree that Flexcon's white vinyl product is acceptable and we are now scaling up on this product.

ATTN: Don Foster  
VISUAL Technologies, Inc.  
10920 Southern Loop Blvd  
Pineville, NC 28134

598-7912

\*\*\*\*\* Pg. 1 of 2 \*\*\*\*\*

PURCHASE ORDER

Purchase Order Number: 647

Purchase Order Date: 08/31/93

Page: 1

To: PEIDMONT PLASTICS, INC.  
5110 WES W.T. HARRIS BLVD  
P.O. 26006  
CHARLOTTE, NC  
28221-6006

Ship VISUAL Technologies, Inc.  
To: 10920 Southern Loop Blvd  
Pineville, NC 28134

Ship Via: BEST WAY  
Receive By: 09/13/93  
Terms: NET 30  
P.O.B.: CHARLOTTE

Confirm To: YVETTE STEFANSKY  
Buyer: PATRICK F. HENRIETTA  
Phone: 704-588-7466  
Vendor: PPLAST

Item ID	Description	Unit	Quantity	Unit Price	Total Price
3HT-36x49"	2 ROLLS 36" X 200'	SQFT	1200.00	0.0010000	1.20
	CUT TO: 36" X 49"				
	1 ROLL 36" X 1500'	SQFT	4500.00	0.0010000	4.50
	SEE CUT SPECS BELOW				

LAMINATE TRANSFER TAPE 7 SHEET / SQUARE CUT

finishing: 1 roll 36" x 1500' Sheet: 36" x 49" (200 sheets)  
36" x 27" (300 sheets)

2 rolls 36" x 200' Sheet: 36" x 49"  
SquarCut 35 x 27

(175 sheets) a/b

Questions Call Linda Heard  
588-7466

at Ancon  
11/2

Subtotal:  
Total:

(404) 428-4299

VISUAL Technologies, Inc.  
10920 Southern Loop Blvd.  
Pineville, NC 28134

\*\*\*\*\*  
\* PURCHASE ORDER \*  
\*\*\*\*\*

Purchase Order Number: 658

Purchase Order Date: 09/15/93

Page: 1

To: FLEXCON COMPANY, INC.  
P O BOX 360813M  
PITTSBURG, PA  
15251-6813

Ship VISUAL Technologies, Inc.  
To.: 10920 Southern Loop Blvd.  
Pineville, NC 28134

Ship Via...: BEST WAY  
Receive By: 09/17/93  
Terms.....: NET 30  
F.O.B.....: GEORGIA

Confirm To: YVETTE STEFANSKY  
Buyer.....: PATRICK F. HENRIETTA  
Phone.....: 704-588-7466  
Vendor.....: FLEXCO

10505

Item ID	Description	Unit	Quantity	Unit Price	Total Price
1	CLEAR STATIC VINYL SEE BELOW FINISHING:	MSI	486.00	1.3100000	636.6

FINISHING ON 1 ROLL 34" x 750'

SLIT: 36" x 750'

SHIP TO: Arcor Attn: Tracey Brackett  
650 W. Grand Ave Unit 315  
Elmhurst, IL 60125-1026

18" x 750'

Ship To: Visual tech.  
(address above)

Slit Rolls on 3" cores

Any Questions Please Call.

Confirming order placed w/ Ken Wilson 9/16  
DO NOT Duplicate.  
Do Dent

Subtotal:

636.1

VISUAL Technologies, Inc.  
10920 Southern Loop Blvd.  
Pineville, NC 28134

\*\*\*\*\*  
\* PURCHASE ORDER \*  
\*\*\*\*\*

Purchase Order Number: 678

Purchase Order Date: 10/05/93

Page: 1

To: FLEXCON COMPANY, INC.  
P O BOX 360813M  
PITTSBURG, PA  
15251-6813

Ship VISUAL TECHNOLOGIES, INC.  
To: 10920 Southern Loop Blvd.  
Pineville, NC 28134

*Southern  
Prestige*

Ship Via: BEST WAY-  
Receive By: ~~10/10/93~~ 11/2/93  
Terms: NET 30  
P.O.B.: SPENCER

Confirm To: YVETTE STEPANSKY  
Buyer: PATRICK P. HENRIETTA  
Phone: 704-588-7466  
Vendor: FLEXCO

Item ID	Description	Unit	Quantity	Unit Price	Total Price
VTC	BV/HV800/90#	MSI	1200.96	1.9000000	2281.8

STE CUR REF. # 93010

2 Plycon

556 yds x 27" 7506 sq ft

ref S.P. P.O. 1098

1 1/2 Carolina Freight

0965178421

Subtotal: 2281.8  
Total: 2281.8

Authorized Signature: \_\_\_\_\_



Spencer Fax: 508-885-3530  
 VISUAL Technologies, Inc.  
 10920 Southern Loop Blvd.  
 Pineville, NC 28134

\*\*\*\*\*  
 \* PURCHASE ORDER \*  
 \*\*\*\*\*

Purchase Order Number: 689

Purchase Order Date: 10/07/93

Page: 1

To: FLEXCON COMPANY, INC.  
 P O BOX 360813M  
 PITTSBURG, PA  
 15251-6813

Ship VISUAL Technologies, Inc.  
 To: 10920 Southern Loop Blvd.  
 Pineville, NC 28134

Ship Via...  
 Receive By: 10/28/93  
 Terms..... NET 30  
 O.B.....

Confirm To: YVETTE STEPANSKY  
 Buyer..... PATRICK F. HENRIETTA  
 Phone..... 704-588-7466  
 Vendor..... FLEXCO

Item	Description	Unit	Quantity	Unit Price	Total Price
00	NTC/WV/BV V-58	MSI	2161.00	1.9000000	4105.90
SEE FINISHIN BELOW					

1112 Yds x 54" Finish To: 2 Rolls 27" x 1112 yds.

15012

Notefur Reference #: 93012

\*\*Confirmation Of Order - Do Not Duplicate\*\*

SHIP TO:

SouthernPrestige Inds Inc.  
 117 Hatfield Road  
 Statesville, NC 28677

Jim Wilson  
 704-872-9524

P.O. 700

Subtotal: 4105.90  
 Total.... 4105.90

Authorized Signature: \_\_\_\_\_

Shipped 10/28/93  
 Carolina  
 09/05/1730  
 28134

This is the Exhibit marked B referred to in  
the Affidavit of Linda M. Icard dated  
this 17th day of November 1999.

Before me Aaron M. Ellis

My Commission Expires January 31, 2001

Notary Public

VISUAL Technologies, Inc.,  
10920 Southern Loop Blvd.  
Pineville, NC 28134

\*\*\*\*\*  
\*  
\* I N V O I C E \*  
\*  
\*\*\*\*\*

Invoice Number: 301142

Invoice Date: 10/14/93

Page: 1

Sold CLEAR CHOICE MKTG INC.

To:

P. O. BOX 472326

CHARLOTTE, NC

28247-2326

Ship CLEAR CHOICE MKTG INC.

To:

P. O. BOX 472326

CHARLOTTE, NC

28247-2326

Ship Via.: USAIR CNTR TO CNTR

Ship Date: 10/13/93

Due Date.: 11/13/93

Terms.....: NET 30

Cust I.D.....: CCM

P.O. Number...: 931028

P.O. Date.....: 10/13/93

Our Order No.: JS1326

Salesperson...:

Item I.D./Desc.	Ordered	Shipped	Unit	Price	Net
IMAGOIMAGE ROLL	90.00	90.00	SQFT	2.1000	189.00
3' X 30' PHX TRANSIT	10/13	BILL-90	SQFT		
3' X 91' " "	10/12	N/C 273	SQFT		
3' X 59' COLIN	10/12	EXCHANGE	FLX		
FREIGHT: PHX TRNST: 10/12 (BEN)					56.95
PHX TRNST: 10/13 \$ 52.00					
COLIN : 10/12 \$ 4.95					

Subtotal: 245.95  
Tax.....: 0.00  
Total....: 245.95



J O B   S H E E T  
P A C K I N G   L I S T

WILSON TECHNOLOGIES, INC.

DATE.....: 10/13/93

VTI ORDER #...: 931028

JOB STATUS...: INVOICED

BACK ORDER.....:

CUSTOMER.....: CCM/PHOENIX TRANSIT

CUSTOMER P.O.#...: 931028

-----  
O R D E R   I N F O R M A T I O N  
-----

CUSTOMER DATE:

PRODUCT CODE..:

W

QUANTITY.....: 1 ROLL

SHEET SIZE...: 3' X 30' = 90 SQFT

DOT SIZE.....: PERFED

MATERIAL.....: IMAGO BUS ROLL

TYPE (I/II)...:

COLORS.....:

SPECIAL INSTRUCTIONS: /

FILMS.....:

-----  
S H I P P I N G   I N F O R M A T I O N  
-----

SHIP TO.....: PHOENIX TRANSIT

ART LAKE

2225 WEST LOWER BUCKEYE ROAD

PHOENIX, AZ 85009

FORWARDING AGENT.....:

SHIP VIA (Sea/Air)...: COUNTER TO COUNTER

AMOUNT SHIPPED...:

30' (cut pcs.)

SHIP VIA.....:

COUNTER TO COUNTER

✓ USAir

DATE SHIPPED.....:

10-13-93

FREIGHT CHARGE...:

→ \$5200

1326  
Clear Choice Marketing, Inc.

IMAGO IMAGE  
JOB SHEET

DATE: \_\_\_\_\_

CUSTOMER: \_\_\_\_\_ CUSTOMER P.O.#: 931028

BILL TO: \_\_\_\_\_

PHONE: Bill

ORDER INFORMATION

9  
REQ'D DEL: \_\_\_\_\_ ACK. DATE: \_\_\_\_\_

QUANTITY: 36" x 40" PRICE EACH: \_\_\_\_\_

SHEET SIZE: 3' x 30' FT Bill Whole Size: \_\_\_\_\_

MATERIAL: alot 53" (5) Bal 3' Some 2'

COLORS: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ that's all we have.

SPECIAL INSTRUCTIONS (FINISHING, ETC.): \_\_\_\_\_

602 381-4763 - n. mchillu

FILM DATE AVAILABLE: \_\_\_\_\_

SHIPPING INFORMATION

SHIP TO: \_\_\_\_\_ PHONE: \_\_\_\_\_

ATTN: \_\_\_\_\_

SHIP VIA HOW?: (GROUND/ 2ND DAY/ OVERNIGHT/ SEA OR AIR): \_\_\_\_\_

FORWARDING AGENT FOR INTERNATIONAL ORDERS: \_\_\_\_\_

J O B   S H E E T  
P A C K I N G   L I S T

VISUAL TECHNOLOGIES, INC.

DATE.....: 10/12/93  
VTI ORDER #...: JS1324

JOB STATUS....:

BACK ORDER.....:

CUSTOMER.....: CCM/PHOENIX TRANSIT      CUSTOMER P.O.#...: 931026

O R D E R   I N F O R M A T I O N

CUSTOMER DATE:

PRODUCT CODE.: W  
QUANTITY.....: 1 ROLL

SHEET SIZE....: 36" X 91 FT. = 273 SQ FT.  
DOT SIZE.....: PERFED  
MATERIAL.....: IMAGO BUS ROLL  
TYPE (I/II)...:  
COLORS.....:

SPECIAL INSTRUCTIONS: /

FILMS.....:

S H I P P I N G   I N F O R M A T I O N

SHIP TO.....: PHOENIX TRANSIT  
ART LAKE  
2225 WEST LOWER BUCKEYE ROAD  
  
PHOENIX, AZ 85009

FORWARDING AGENT....:  
SHIP VIA (Sea/Air)...: COUNTER TO COUNTER

*avery*

AMOUNT SHIPPED...: (273) 1 36" X 91'

SHIP VIA.....: COUNTER TO COUNTER USAIR

DATE SHIPPED.....: 10-12-93

FREIGHT CHARGE...: \_\_\_\_\_

LM1/45  
273 @ 2.10  
TO CCM.

JS1324

Choice Marketing, Inc.

IMAGO IMAGE  
JOB SHEET

DATE: 10/12/93

388  
10/28/93

CUSTOMER:

CUSTOMER P.O.#:

BILL TO:

Phoenix Transit

PHONE:

ORDER INFORMATION

REQ'D DEL:

ACK. DATE:

QUANTITY:

PRICE EACH:

SHEET SIZE:

36" X 91"

2738/ft

Whole Size:

MATERIAL:

COLORS:

1.

2.

3.

4.

SPECIAL INSTRUCTIONS (FINISHING, ETC.):

not to want other

Art Luma made original order

2728/ft

(785 DART) rumen

FILM DATE AVAILABLE:

- 602 381-4763 -

Ann Hubbard

495-3796

602 262-7857

SHIPPING INFORMATION

SHIP TO:

RPTA

PHONE:

ATTN:

SHIP VIA HOW?: (GROUND/ 2ND DAY/ OVERNIGHT/ SEA OR AIR):

PM Delivery!

FORWARDING AGENT FOR INTERNATIONAL ORDERS:

pt  
25

US Air

828

connect

US Air

773

arr

7:01



J O B   S H E E T  
P A C K I N G   L I S T

VISUAL TECHNOLOGIES, INC.

DATE.....: 10/12/93  
VTI ORDER #...: JS1323

JOB STATUS....:

BACK ORDER.....:

CUSTOMER.....: CCM/COLIN      CUSTOMER P.O.#...: 931025

C O D E R   I N F O R M A T I O N

CUSTOMER DATE:

PRODUCT CODE..: X  
QUANTITY.....: 1

SHEET SIZE....: 36" X ~~20~~ Due 59'  
DOT SIZE.....: PERFED  
MATERIAL.....: IMAGO IMAGE BUS ROLL  
TYPE (I/II)...:  
COLORS.....:

SPECIAL INSTRUCTIONS: EXCHANGING STOCK/

FILMS.....:

S H I P P I N G   I N F O R M A T I O N

SHIP TO.....: GRAPHICS INTERNATIONAL  
COLIN SEAL  
4645 95TH STREET NORTH  
ST. PETERSBURG, FL 33708

*Flexcon/Avery*  
*"exchange"*

FORWARDING AGENT.....:  
SHIP VIA (Sea/Air)...: GROUND

AMOUNT SHIPPED...: 36" x 65"      177 SQFT.      Avery

SHIP VIA.....: GROUND ✓

DATE SHIPPED.....: 10-12-93

FREIGHT CHARGE...: 4.95

195 SQFT

*N/C*

Clear Choice Marketing, Inc.

JS1323

IMAGO IMAGE  
JOB SHEET

DATE: 10/12/93

CUSTOMER: Graphics Intl CUSTOMER P.O.#: \_\_\_\_\_

BILL TO: \_\_\_\_\_

PHONE: \_\_\_\_\_

ORDER INFORMATION

REQ'D DEL: \_\_\_\_\_

ACK. DATE: \_\_\_\_\_

QUANTITY: 1 Roll

PRICE EACH: No Charge

SHEET SIZE: 36" X 80'

Whole Size: \_\_\_\_\_

MATERIAL: Avery II

COLORS: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_

SPECIAL INSTRUCTIONS (FINISHING, ETC.):

Replaces Flexcon mat'l that Colin  
is returning to us.

FILM DATE AVAILABLE: \_\_\_\_\_

SHIPPING INFORMATION

SHIP TO: Graphics Intl PHONE: \_\_\_\_\_

ATTN: \_\_\_\_\_

PHONE: \_\_\_\_\_

SHIP VIA HOW?: (GROUND/ 2ND DAY/ OVERNIGHT/ SEA OR AIR):

FORWARDING AGENT FOR INTERNATIONAL ORDERS: \_\_\_\_\_

VISUALTechnologies, Inc.  
10920 Southern Loop Blvd.  
Pineville, NC 28134

\*\*\*\*\*  
\*  
\* I N V O I C E \*  
\*  
\*\*\*\*\*

Invoice Number: 301143

Invoice Date: 10/15/93

Page: 1

Sold CLEAR CHOICE MKTG INC.

To:

P. O. BOX 472326  
CHARLOTTE, NC

28247-2326

Ship LAMAR  
To: BETSY COSTELLO  
17660 EAST STREET, NE  
NORTH FT. MYERS, FL  
33917

Ship Via.: FED. EXP OVERNIGHT  
Ship Date: 10/15/93  
Due Date: 11/14/93  
Terms: NET 30

Cust I.D.: CCM  
P.O. Number: 931027  
P.O. Date: 10/12/93  
Our Order No.: JS1325  
Salesperson:

em I.D./Desc.	Ordered	Shipped	Unit	Price	Net	TX
AGOIMAGE ROLL	138.00	138.00	SQFT	2.1000	289.80	E
ROLL 3' X 46' =138 SQFT						
EIGHT: FED. EXPRESS 10/15					26.50	E

11 panels

Subtotal: 316.30  
Tax: 0.00  
Total: 316.30

J O B   S H E E T  
P A C K I N G   L I S T

VISUAL TECHNOLOGIES, INC.

DATE.....: 10/12/93  
VTI ORDER #...: JS1325

JOB STATUS....:

BACK ORDER.....:

CUSTOMER.....: CCM/LAMAR

CUSTOMER P.O.#...: 931027

O R D E R   I N F O R M A T I O N

CUSTOMER DATE: 10/13/93

PRODUCT CODE.: X

QUANTITY.....: 1 ROLL

SHEET SIZE....: 3' X 46' = 138 SQFT.

DOT SIZE.....: HOLE PATTERN

MATERIAL.....: IMAGO PANELS - ROLL

TYPE (I/II)...

COLORS.....:

SPECIAL INSTRUCTIONS: /

2.0

FILMS.....:

S H I P P I N G   I N F O R M A T I O N

SHIP TO.....: LAMAR

BETSY COSTELLO 813-543-3002  
17660 EAST STREET, N.E.

Or Mark  
Painter

NT. FT. MYERS, FL 33917

FORWARDING AGENT.....:

SHIP VIA (Sea/Air)...: OVERNIGHT

AMOUNT SHIPPED...: 3' X 46' - - - - -

4/Roll =

SHIP VIA.....: OVERNIGHT ☒ F Exp.

138 SQFT

DATE SHIPPED.....: 10-15-93

FREIGHT CHARGE...: 26.00

Clear Choice Marketing, Inc.

JS1325

IMAGO IMAGE  
JOB SHEET

DATE: 10/4/93

CUSTOMER:

CCM/

CUSTOMER P.O.#:

931027

BILL TO:

Lamar Bussif  
Leme - on file  
Ft. Meyers FL

PHONE:

813-543-3002

ORDER INFORMATION

REQ'D DEL:

ACK. DATE:

QUANTITY:

10

3' x 4.6'

PRICE EACH:

757.6

SHEET SIZE:

36" x 55" 4.58

Whole Size:

Perfed 06833

MATERIAL:

Imago

SOFT Price?

3' x 4.6'

13.8 x 5.4

COLORS:

1.

2.

3.

4.

10e 75.76

SPECIAL INSTRUCTIONS (FINISHING, ETC.):

13

138 SQ. FT.

757

FILM DATE AVAILABLE:

SHIPPING INFORMATION

SHIP TO:

Lamar Outdoor Adv.

PHONE:

ATTN:

Mark

(Painter)

17660 East Street NE

Baiphore Blvd. Park

FL 33917

SHIP VIA HOW?

(GROUND/ 2ND DAY/ OVERNIGHT/ SEA OR AIR):

10/13/93

FORWARDING AGENT FOR INTERNATIONAL ORDERS:

FW-L. material

VISUALTechnologies, Inc.  
10920 Southern Loop Blvd.  
Pineville, NC 28134

\*\*\*\*\*  
\* I N V O I C E \*  
\*\*\*\*\*

Invoice Number: 301158

Invoice Date: 10/29/93

Page: 1

Sold CLEAR CHOICE MKTG INC.  
To:

P. O. BOX 472326  
CHARLOTTE, NC  
28247-2326

Ship CLEAR CHOICE MKTG INC.  
To:

P. O. BOX 472326  
CHARLOTTE, NC  
28247-2326

Ship Via.:  
Ship Date: 10/29/93  
Due Date: 11/28/93  
Terms: NET 30

Cust I.D.: CCM  
P.O. Number:  
P.O. Date: 10/29/93  
Our Order No.:  
Salesperson:

Item I.D./Desc.	Ordered	Shipped	Unit	Price	Net
IMAGOIMAGE ROLL	138.00	138.00	SQFT	2.1000	289.80
1 46' X 3' LAMAR N/C REPLACEMENT					
1 46' X 3' LAMAR NEW - 138 SQFT					
4 SCOTCHPRINT IMAGOS 35 X 49 -AD GRAPHIC					
3 " " " " -SUPERGRAPH					

SCOTCHPRINTS NO CHARGE

FREIGHT: ALL ABOVE

63.12

Subtotal: 352.92  
Tax: 0.00  
Total: 352.92

J O B   S H E E T  
P A C K I N G   L I S T

VISUAL TECHNOLOGIES, INC.

DATE.....: 10/13/93  
VTI ORDER #...: JS1329

JOB STATUS....:

BACK ORDER.....:

CUSTOMER.....: CCM/SUPERGRAPHICS      CUSTOMER P.O.#...: 931029

-----  
O R D E R   I N F O R M A T I O N  
-----

CUSTOMER DATE: 10/15/93

PRODUCT CODE.: X  
QUANTITY.....: 3

SHEET SIZE....: 35 X 49  
DOT SIZE.....: PERFED  
MATERIAL.....: IMAGO SCOTCHPRINT - FLXCN  
'TYPE (I/II)...:  
COLORS.....:

SPECIAL INSTRUCTIONS: /

FILMS.....:

-----  
S H I P P I N G   I N F O R M A T I O N  
-----

SHIP TO.....: SUPERGRAPHICS  
                  BRIAN LA BADIE  
                  1026 W. MAUDE AVE. # 305

SUNNYVALE, CA 94086

FORWARDING AGENT.....:  
SHIP VIA (Sea/Air)...: GROUND

AMOUNT SHIPPED...: 3

SHIP VIA.....: GROUND

DATE SHIPPED.....: 10/28

FREIGHT CHARGE...: \$4.77

N/C

J O B   S H E E T  
P A C K I N G   L I S T

VISUAL TECHNOLOGIES, INC.

DATE.....: 10/13/93  
VTI ORDER #...: JS1329

JOB STATUS....:

BACK ORDER.....:

CUSTOMER.....: CCM/SUPERGRAPHICS

CUSTOMER P.O.#...: 931029

-----  
O R D E R   I N F O R M A T I O N  
-----

CUSTOMER DATE: 10/15/93

PRODUCT CODE..: X

QUANTITY.....: 10 *3*

SHEET SIZE....: 27 X 36

CUT SIZE.....: PERFED

MATERIAL.....: IMAGO SCOTCHPRINT - FLXCN

TYPE (I/II)...:

COLORS.....:

SPECIAL INSTRUCTIONS: 1 (Flexcon - To Arrive 10/25)?

FILMS.....:

-----  
S H I P P I N G   I N F O R M A T I O N  
-----

SHIP TO.....: SUPERGRAPHICS  
BRIAN LA BADIE  
1026 W. MAUDE AVE. # 305

SUNNYVALE, CA 94086

FORWARDING AGENT.....:

SHIP VIA (Sea/Air)...: BEST WAY

AMOUNT SHIPPED...: \_\_\_\_\_ *to CCM N/C*

SHIP VIA.....: BEST WAY \_\_\_\_\_

DATE SHIPPED.....: \_\_\_\_\_

FREIGHT CHARGE...: \_\_\_\_\_



1329

Jr. 102

VISUAL Technologies, Inc.

JOB SHEET  
TEMP. FORM

DATE: \_\_\_\_\_

CUSTOMER: CCU / Super DuplexCUSTOMER P.O.#: 1

BILL TO: \_\_\_\_\_

PHONE: \_\_\_\_\_

931029

## ORDER INFORMATION

REQ'D DEL: 10/15

ACK. DATE: \_\_\_\_\_

QUANTITY: 10PRICE EACH: N/CSHEET SIZE: 27x36Flexem / !

DOT SIZE: \_\_\_\_\_

TYPE (I/II): \_\_\_\_\_

MATERIAL: INAG60 Scotchprint

PRODUCT CODE: \_\_\_\_\_

COLORS: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_

SPECIAL INSTRUCTIONS (FINISHING, ETC.):

Include Cloth!  
Flexem, Stock!Material to arrive  
10/25

FILM DATE AVAILABLE: \_\_\_\_\_

## SHIPPING INFORMATION

SHIP TO: \_\_\_\_\_ PHONE: \_\_\_\_\_

ATTN: \_\_\_\_\_

SHIP VIA HOW?: (GROUND/ 2ND DAY/ OVERNIGHT/ SEA OR AIR): \_\_\_\_\_

FORWARDING AGENT FOR INTERNATIONAL ORDERS: \_\_\_\_\_

Clear Choice Marketing, Inc.

IMAGO IMAGE  
JOB SHEET

DATE: 10/15/93

CUSTOMER:

*Graphic Services*

CUSTOMER P.O.#:

BILL TO:

PHONE:

ORDER INFORMATION

REQ'D DEL:

ACK. DATE:

QUANTITY:

*105'*

*see attached*

PRICE EACH:

*(N/C)*

*150'*

SHEET SIZE:

Whole Size:

MATERIAL:

COLORS:

1.

2.

3.

4.

SPECIAL INSTRUCTIONS (FINISHING, ETC.):

*Replace Avery - all Avery Stock plus*

*balance (105') placed & shipped*

FILM DATE AVAILABLE:

*in September*

SHIPPING INFORMATION

SHIP TO:

*Graphic Services*

PHONE:

ATTN:

*Colin*

*4645 95th Street, North*

SHIP VIA HOW?: (GROUND/ 2ND DAY/ OVERNIGHT/ SEA OR AIR):

FORWARDING AGENT FOR INTERNATIONAL ORDERS:

*Should be placed in box*

VISUAL Technologies, Inc.  
10920 Southern Loop Blvd.  
Pineville, NC 28134

\*\*\*\*\*  
\*  
\* I N V O I C E \*  
\*  
\*\*\*\*\*

Invoice Number: 301132

Invoice Date: 09/29/93

Page: 1

Sold CLEAR CHOICE MKTG INC.

To:

P. O. BOX 472326  
CHARLOTTE, NC

28247-2326

Ship CLEAR CHOICE MKTG INC.

To:

P. O. BOX 472326  
CHARLOTTE, NC

28247-2326

Ship Via.:

Ship Date: 09/29/93

Due Date.: 10/29/93

Terms.....: NET 30

Cust I.D.....: CCM

P.O. Number...:

P.O. Date.....: 09/29/93

Our Order No.:

Salesperson...:

Item I.D./Desc.	Ordered	Shipped	Unit	Price	Net	TX
POLY/33 X 47/ELCST	1.00	1.00	SH	25.0000	25.00	E
TONER RECEPTIVE - AD GRAPHICS						
IMAGOIMAGE ROLL	360.00	360.00	SQFT	2.1000	756.00	E
4 ROLLS 36" X 360" =360 SQFT/90SQFT/ROLL						
FOR: AIRPORT CRUISER						
IMAGOIMAGE ROLL	30.00	30.00	SQFT	0.0000	0.00	E
1 PC. 36" X 10' = 30 SQFT. FOR: COLIN S.						
IMAGOIMAGE ROLL	15.00	15.00	SQFT	0.0000	0.00	E
1 PC. 36" X 5' = 15SQFT / PLAYCON						
IMAGOIMAGE 36 X 39	96.00	96.00	SH	25.0000	2400.00	E
IMAGO BUS PANELS- STERRETT TUCKER						
IMAGOIMAGE ROLL	600.00	600.00	SQFT	2.1000	1260.00	E
1 ROLL 200' X 3' = 600 SQFT COLIN S.						
IMAGOIMAGE 36 X 39	12.00	12.00	SH	25.0000	300.00	E
IMAGO BUS PANELS - PHOENIX TRANSIT						
IMAGOIMAGE 36 X 39	3.00	3.00	SH	25.0000	75.00	E
IMAGO BUS PANELS -MARKET MEDIA/TULSA						
FREIGHT: AD GRAPH. \$18.90; AIRPORT-N/C;					130.00	E
COLIN \$68; PLYCON \$7.85; S-TUCKER N/C;						
PHOENIX TRNST \$20; TULSA \$ 15.25						
SHIPMENTS WEEK ENDING 9/30						

Subtotal: 4946.00  
Tax.....: 0.00  
Total....: 4946.00

J O B   S H E E T  
P A C K I N G   L I S T

VISUAL TECHNOLOGIES, INC.

DATE.....: 9/14/93

VTI ORDER #...: JS1287

JOB STATUS....:

BACK ORDER.....:

CUSTOMER.....: CCM / AIRPORT CRUISER

CUSTOMER P.O.#...: 93/007

O R D E R   I N F O R M A T I O N

CUSTOMER DATE:

PRODUCT CODE.: X

QUANTITY.....: 4

SHEET SIZE....: 36" X 360" ROLL

DOT SIZE.....: PERFED

MATERIAL.....: IMAGO BUS PANELS

TYPE (I/II)...:

COLORS.....:

SPECIAL INSTRUCTIONS: /

FILMS.....:

S H I P P I N G   I N F O R M A T I O N

SHIP TO.....: AIRPORT CRUISER

DEBRA MINTZ 714-761-3345

7675 CRESCENT AVE., STE. 111

BUENA PARK, CA 90620

FORWARDING AGENT.....:

SHIP VIA (Sea/Air)...:

AMOUNT SHIPPED...:

SHIP VIA.....:

DATE SHIPPED.....:

FREIGHT CHARGE...:

fed Exp.

9-24

NIC

NOT Del.

until 9/27!

CCM Billed \$52 for FRT.

CCM INVOICED  
AIRPORT 9/14  
INV. 00000912

2.10  
2.10 / S&T.  
\$756.00

J O B   S H E E T  
P A C K I N G   L I S T

VISUAL TECHNOLOGIES, INC.

DATE.....: 9/28/93  
VTI ORDER #...: JS1302

JOB STATUS....:

BACK ORDER.....:

CUSTOMER.....: CCM/STERRET TUCKER AGENCY  
HOR2630 /931016

CUSTOMER P.O.#...: Ref:

-----  
O R D E R   I N F O R M A T I O N  
-----

CUSTOMER DATE:

PRODUCT CODE.: X  
QUANTITY.....: 96

SHEET SIZE....: 36 X 39  
DOT SIZE.....: PERFED  
MATERIAL.....: IMAGO BUS PANELS  
TYPE (I/II)...:  
COLORS.....:

SPECIAL INSTRUCTIONS: NOTE: ✓ DELIVERED 24 9/25/ HOLD BALANCE FOR DENNIS  
DAY

FILMS.....:

-----  
S H I P P I N G   I N F O R M A T I O N  
-----

SHIP TO.....: STERRET TUCKER  
WENDY CHANDLER 372-2707  
508 EAST BLVD.

CHARLOTTE, NC 28203

FORWARDING AGENT.....:  
SHIP VIA (Sea/Air)...: BEST WAY

AMOUNT SHIPPED...: \_\_\_\_\_

SHIP VIA.....: BEST WAY \_\_\_\_\_

DATE SHIPPED.....: \_\_\_\_\_

FREIGHT CHARGE...: \_\_\_\_\_

J O B   S H E E T  
P A C K I N G   L I S T  
VISUAL TECHNOLOGIES, INC.

DATE.....: 9/23/93

VTI ORDER #...: JS1301

JOB STATUS....

BACK ORDER.....:

CUSTOMER.....: CCM/PLAYCON

CUSTOMER P.O.#...: 931014

O R D E R   I N F O R M A T I O N

CUSTOMER DATE:

PRODUCT CODE.: X

QUANTITY.....: 1

SHEET SIZE....: 36" X 48"

DOT SIZE.....: PERFED

MATERIAL.....: IMAGO IMAGE BUS PANEL

TYPE (I/II)...:

COLORS.....:

SPECIAL INSTRUCTIONS: /

FILMS.....:

S H I P P I N G   I N F O R M A T I O N

SHIP TO.....: PLAYCON

519-743-8132

275 ARNOLD STREET

KITCHENER, ONTARIO N2H 6E8  
CANADA

FORWARDING AGENT.....:

SHIP VIA (Sea/Air)...: GROUND

AMOUNT SHIPPED...: 51

Value @ \$1.5

file.

SHIP VIA.....: GROUND

DATE SHIPPED...: Shipped 9/24

FREIGHT CHARGE...: \$7.85

JS1301

VISUAL Technologies, Inc.

J O B S H E E T  
T E M P . F O R M

DATE: 9/28

CUSTOMER: Cam

CUSTOMER P.O.#: 931018

BILL TO: Phoenix Transit

ref: 905435

PHONE:

ORDER INFORMATION

REQ'D DEL:

ACK. DATE:

QUANTITY: 12

PRICE EACH: 25

\$300.00

SHEET SIZE: 36 x 39

DOT SIZE:

Perfed

TYPE (I/II):

MATERIAL:

Imago Panels

PRODUCT CODE:

COLORS: 1. 2. 3. 4.

SPECIAL INSTRUCTIONS (FINISHING, ETC.):

FILM DATE AVAILABLE:

SHIPPING INFORMATION

SHIP TO: Phoenix Transit

PHONE: 602-495-5796

ATTN:

Art Lake

2225 West Lower Buckeye Rd  
Phoenix, AZ 85009

SHIP VIA HOW?: (GROUND/ 2ND DAY/ OVERNIGHT/ SEA OR AIR):

FORWARDING AGENT FOR INTERNATIONAL ORDERS:

\$ 20.00

UPS 9/29

J O B   S H E E T  
P A C K I N G   L I S T  
VISUAL TECHNOLOGIES, INC.

DATE.....: 9/28/93  
VTI ORDER #...: JS1304

JOB STATUS....:

BACK ORDER.....:

CUSTOMER.....: CCM/PHOENIX TRANSIT      CUSTOMER P.O.#...: 931018 REF:  
90543S

-----  
O R D E R   I N F O R M A T I O N  
-----

CUSTOMER DATE:

PRODUCT CODE.: X  
QUANTITY.....: 12

SHEET SIZE....: 36 X 39  
DOT SIZE.....: PERFED  
MATERIAL.....: IMAGO PANELS  
TYPE (I/II)...:  
COLORS.....:

SPECIAL INSTRUCTIONS: /

FILMS.....:

-----  
S H I P P I N G   I N F O R M A T I O N  
-----

S P TO.....: PHOENIX TRANSIT  
ART LAKE 602-495-5796  
2225 WEST LOWER BUCKEYE ROAD  
  
PHONEIX, AZ 85009

FORWARDING AGENT.....:  
SHIP VIA (Sea/Air)...: OVERNIGHT

AMOUNT SHIPPED...: 12  
SHIP VIA.....: OVERNIGHT ✓ UPS  
DATE SHIPPED.....: 9-29  
FREIGHT CHARGE...: \$2000



JS/303

VISUAL Technologies, Inc.

J O B S H E E T  
T E M P . F O R M

DATE:

9/28

CUSTOMER:

CCM

CUSTOMER P.O.#:

931017

BILL TO:

Graphics International

PHONE:

O R D E R I N F O R M A T I O N

REQ'D DEL:

ACK. DATE:

QUANTITY:

800 ~~FF~~ x 36"

PRICE EACH:

2.10/SQ F.T.

SHEET SIZE:

2400 SQ.FT.

5040

DOT SIZE:

Perfed

TYPE (I/II):

MATERIAL:

Imago Bus Roll

PRODUCT CODE:

COLORS: 1.

2.

3.

4.

SPECIAL INSTRUCTIONS (FINISHING, ETC.):

1 - Roll 200 FT to arrive Thursday  
Balance Monday

FILM DATE AVAILABLE:

S H I P P I N G I N F O R M A T I O N

SHIP TO:

Graphics International

PHONE:

813-393-6238

ATTN:

Colin Seal

4645 95th St. NORTH

St. Petersburg FL 33708

SHIP VIA HOW?: (GROUND/ 2ND DAY/ OVERNIGHT/ SEA OR AIR):

FORWARDING AGENT FOR INTERNATIONAL ORDERS:

J O B   S H E E T  
P A C K I N G   L I S T  
VISUAL TECHNOLOGIES, INC.

DATE.....: 9/28/93  
VTI ORDER #...: JS1303

JOB STATUS....:

BACK ORDER.....:

CUSTOMER.....: CCM/GRAPHICIS INTERNATIONAL      CUSTOMER P.O.#...: 931017

-----  
O R D E R   I N F O R M A T I O N  
-----

CUSTOMER DATE:

RODUCT CODE..: X  
QUANTITY.....: 800' X 36"

SHEET SIZE....: ROLL: 800' X 36" = 2400 SQFT  
DOT SIZE.....: PERFED  
MATERIAL.....: IMAGO ROLL  
TYPE (I/II)...:  
COLORS.....:

SPECIAL INSTRUCTIONS: */ shipped 9/28 - Fed Exp.*  
10/4/93.      SHIP 200 FT. TO ARRIVE THURSDAY - BALANCE TO ARRIVE

FILMS.....:

-----  
S H I P P I N G   I N F O R M A T I O N  
-----

SHIP TO.....: GRAPHICS INTERNATIONAL  
COLIN SEAL  
4645 95TH STREET NORTH  
  
ST. PETERSBURG, FL 33708

FORWARDING AGENT.....:  
SHIP VIA (Sea/Air)...: OVERNIGHT

*Partial #1*

*Partial #2*

AMOUNT SHIPPED...: 200' X 36"

SHIP VIA.....: OVERNIGHT Best Way Red Express 1/28

DATE SHIPPED.....: 9/28

FREIGHT CHARGE...: \$38 Billed

VISUAL Technologies, Inc.

J O B S H E E T  
T E M P . F O R M

DATE: 9/28

CUSTOMER: CCM

CUSTOMER P.O.#: 931019

BILL TO: Market Media

Mike Lemery

PHONE: 918-589-1195

O R D E R I N F O R M A T I O N

REQ'D DEL: \_\_\_\_\_

ACK. DATE: \_\_\_\_\_

QUANTITY: 3

PRICE EACH: 25 \$ 75

SHEET SIZE: 36x39

DOT SIZE: Perfed. 0 TYPE (I/II): \_\_\_\_\_

MATERIAL: Image Panels

PRODUCT CODE: \_\_\_\_\_

COLORS: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_

SPECIAL INSTRUCTIONS (FINISHING, ETC.): \_\_\_\_\_

FILM DATE AVAILABLE: \_\_\_\_\_

S H I P P I N G I N F O R M A T I O N

SHIP TO: Tulsa Transit

PHONE: same

ATTN: Mike Lemery

510 S. Rockford

Tulsa, OK 74120

SHIP VIA HOW?: (GROUND/ 2ND DAY/ OVERNIGHT/ SEA OR AIR):

FORWARDING AGENT FOR INTERNATIONAL ORDERS: \$15.25

J O B   S H E E T  
P A C K I N G   L I S T

VISUAL TECHNOLOGIES, INC.

DATE.....: 9/28/93  
VTI ORDER #...: JS1305

JOB STATUS....:

BACK ORDER.....:

CUSTOMER.....: CCM/MARKET MEDIA      CUSTOMER P.O.#...: 931019

-----  
O R D E R   I N F O R M A T I O N  
-----

CUSTOMER DATE:

PRODUCT CODE..: X  
QUANTITY.....: 3

SHEET SIZE....: 36 X 39  
DOT SIZE.....: PERFED  
MATERIAL.....: IMAGO PANELS  
TYPE (I/II)...:  
COLORS.....:

SPECIAL INSTRUCTIONS: /

FILMS.....:

-----  
S H I P P I N G   I N F O R M A T I O N  
-----

SHIP TO.....: TULSA TRANSIT  
                  MIKE LEMERY/918-585-1195  
                  510 S. ROCKFORD RD.

TULSA, OK 74120

FORWARDING AGENT.....:  
SHIP VIA (Sea/Air)...: OVERNIGHT

AMOUNT SHIPPED...: 3

SHIP VIA.....: OVERNIGHT ☒ fed UPS

DATE SHIPPED.....: 9/29/93

FREIGHT CHARGE...: \$1525

QUALTechnologies, Inc.  
920 Southern Loop Blvd.  
Pineville, NC 28134

\*\*\*\*\*  
\*  
\* I N V O I C E \*  
\*  
\*\*\*\*\*

Invoice Number: 301131

Invoice Date: 09/20/93

Page: 1

Sold CLEAR CHOICE MKTG INC.  
To:

P. O. BOX 472326  
CHARLOTTE, NC  
28247-2326

Ship CLEAR CHOICE MKTG INC.  
To:

P. O. BOX 472326  
CHARLOTTE, NC  
28247-2326

Ship Via.: UPS  
Ship Date: 09/20/93  
Due Date: 10/20/93  
Terms.....: NET 30

Cust I.D.....: CCM  
P.O. Number...: 931010-1013  
P.O. Date.....: 09/20/93  
Our Order No.: \*  
Salesperson...:

Item I.D./Desc.	Ordered	Shipped	Unit	Price	Net
IMAGOIMAGE 35 X 39	17.00	17.00	SH	25.0000	425.00
*JS1297 - DAVID TAYLOR	4 PANELS F-	8.55			
*JS1298 - WTVD/ROUTH	5 PANELS F-	3.41			
*JS1299 - TULSA/LEMERY	8 PANELS F-	32.00			
FREIGHT: TAYLOR 9/17 2ND DAY UPS					43.96
ROUTH 9/20 UPS GROUND TRAC					
TULSA 9/20 OVERNIGHT UPS					

Subtotal: 468.96  
Tax.....: 0.00  
Total....: 468.96

~~choice Marketing, Inc.~~

I M A G O I M A G E  
J O B S H E E T

DATE: \_\_\_\_\_

CUSTOMER: \_\_\_\_\_ CUSTOMER P.O.#: \_\_\_\_\_

BILL TO: David Taylor Illustrators

PHONE: \_\_\_\_\_

-----  
O R D E R I N F O R M A T I O N  
-----

REQ'D DEL: 9/17/93

ACK. DATE: \_\_\_\_\_

QUANTITY: 4

PRICE EACH: 65.00

\$260.00

SHEET SIZE: 35x39

Whole Size: \_\_\_\_\_

MATERIAL: Pen Formulations - Orange Orange

COLORS: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_

SPECIAL INSTRUCTIONS (FINISHING, ETC.): \_\_\_\_\_

FILM DATE AVAILABLE: \_\_\_\_\_

-----  
S H I P P I N G I N F O R M A T I O N  
-----

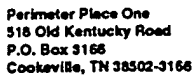
SHIP TO: David Taylor Illustrators PHONE: 317 634-2728

ATTN: 1449 North Pennsylvania St.

Indianapolis Ind.  
46202

SHIP VIA HOW?: (GROUND/ 2ND DAY/ OVERNIGHT/ SEA OR AIR): \_\_\_\_\_

FORWARDING AGENT FOR INTERNATIONAL ORDERS: \_\_\_\_\_



RECEIVED, subject to the classifications and markings in effect on the date of the issue of this Bill of Lading.

[illegible]

3RD PARTY BILLING INFO

ST. PETERSBURG FL 33708 CHARLOTTE NC. 28134

**P.O. NUMBER OR:**

SHIPPING UNITS	HAZ MATL	DESCRIPTION	NMFC ITEM NO.	WEIGHT	CLASS	AVERITT ROUTING: _____  DATE: _____  SHIPPER REF. NO.: _____  4-WAY PALLETS TO BE RETURNED  NUMBER  DRIVER NAME  FREIGHT CHARGES <input checked="" type="checkbox"/> PREPAID <input type="checkbox"/> COLLECT <b>COD</b>  COD AMOUNT: \$ _____  COD FEE: \$ _____ <input type="checkbox"/> COLLECT <input type="checkbox"/> PREPAID COMPANY CK <input type="checkbox"/> YES <input type="checkbox"/> NO
1		PALLET LF IMAGO PANEL  DO NOT DOUBLE - STACK  SHIP FLAT  RUSH		60	65	
		30.013468		Pkt	AK9703	
		COD AMT. \$		\$	65.00	
<small>* The Bill of Lading is used for this shipment according to the specifications set forth in the box maker's certificate thereon and all other requirements of Rule 41 of the Consolidated Freight Classification.</small> <small>* Shipper's mark in lieu of stamp; not a part of bill of lading approved by the Interstate Commerce Commission</small>						
<small>* If the shipment moves between two parts by a carrier by water, the bill requires that the bill of lading shall state whether it is "carrier's or shipper's weight."</small> <small>NOTE - Where the rate is dependent on value, shippers are required to state specifically in writing the agreed or declared value of the property.</small> <small>The agreed or declared value of the property is hereby specifically stated by the shipper to be not exceeding</small>						<small>* This is to certify that the above - named materials are properly classified, described, packaged, marked and labeled and are in proper condition for transportation according to the applicable requirements of the Department of Transportation.</small>
<b>SPECIAL SERVICES INSTRUCTIONS:</b>						<small>Subject to Section 7 of Conditions of applicable bill of lading, if the shipment is to be delivered to the consignee without recourse on the consignee, the consignor shall sign the following statement: The carrier shall not make delivery of this shipment without payment of freight and all other lawful</small>

CARRIER: NIAT DRIVER SIGNATURE: [Signature] DATE: 10-1-93 PIECES: 11  
SHIPPER SIGNATURE: Rick Heggen DATE: 10/1/93

1005

CLEAR CHOICE MARKETING, INC.

P. O. BOX 472326  
CHARLOTTE, NC 28247

66-1190  
530

10-15-93

PAY  
TO THE  
ORDER OF

V.T.I.

\$ 1454.12

DOLLARS

One Thousand fifty four 10/100

BANK OF  
MECKLENBURG  
Charlotte, NC 28222

#123/126/128  
FOR

*[Signature]*

⑈00001005⑈ ⑈053011907⑈ 0281001195⑈



VISUAL Technologies, Inc.  
10928 Southern Loop Blvd.  
Pineville, NC 28134

\*\*\*\*\*  
\* INVOICE \*  
\*\*\*\*\*

Invoice Number: 301119

Invoice Date: 09/07/93

Page: 1

Sold CLEAR CHOICE MKTG INC.  
To:

CHARLOTTE

Ship CLEAR CHOICE MKTG INC.  
To:

CHARLOTTE

Ship Via.: UPS / FED EXP  
Ship Date: 09/07/93  
Due Date.: 10/07/93  
Terms.....: NET 30

Cust I.D.....: CCM  
P.O. Number...: VARIOUS  
P.O. Date.....: 08/31/93  
Our Order No.: \*  
Salesperson...:

Item I.D./Desc.	Ordered	Shipped	Unit	Price	Net	T
IMAGOIMAGE 35 X 39 BUS PANELS	60.00	60.00	SH	25.0000	1500.00	
COMMENT: 38 PANELS - TANK, KTY FR 39.25						
10 PANELS - DAVID TAYLOR, IN FR 32.75						
12 PANELS - DAY GPHCS/LAS VEGAS FR N/C						
CV 33 X 47 MEGABUS PANELS	15.00	15.00	SH	25.0000	375.00	
COMMENT: 15 PANELS - DAY GPHCS/LAS VEGS						
AIR FREIGHT US AIR \$52.00						
FREIGHT: ALL ABOVE COMBINED					124.00	

Subtotal: 1999.00  
Tax.....: 0.00  
Total....: 1999.00

J O B   S H E E T  
P A C K I N G   L I S T

VISUAL TECHNOLOGIES, INC.

DATE.....: 8/31/93  
VTI ORDER #...: JS1275

JOB STATUS....:

BACK ORDER.....:

CUSTOMER....: CCM/TANK      CUSTOMER P.O.#...: 931000

O R D E R   I N F O R M A T I O N

CUSTOMER DATE: 9/7/93

PRODUCT CODE.: X  
QUANTITY.....: 38

SHEET SIZE....: 35" X 39"  
DOT SIZE.....: HOLE- STD  
MATERIAL.....: IMAGO IMAGE BUS PANELS  
TYPE (I/II)...:  
COLORS.....:

\$ 25

SPECIAL INSTRUCTIONS: /

FILMS.....:

S H I P P I N G   I N F O R M A T I O N

SHIP TO.....: TANK      ROBIN SCHILDMAYER    606-341-8265  
3375 MADISON PIKE

FT. WRIGHT, KY 41017

FORWARDING AGENT.....:

SHIP VIA (Sea/Air)...: UPS - OVERNIGHT?

AMOUNT SHIPPED...:

4 - VTI N/c 7er 34

SHIP VIA.....:

UPS - Fed Exp 9/7

DATE SHIPPED.....:

9/3

UPS o/n

FREIGHT CHARGE...:

0

\$ 39.25

Clear Choice Marketing, Inc.  
P.O. Box 472326  
Charlotte, N.C.

28247

Invoice

Invoice #: 00000925

Bill To:

Lamar  
17264 East Street, N.E.  
North Fort Myers, FL 33917

Ship To:

Lamar  
17660 East Street, N.E.  
North Fort Meyers, FL 33917

SALESPERSON		YOUR NO.	SHIP VIA	COL	PPD	SHIP DATE	TERMS	DATE	PG.	
			FedExp O/N			10/15/93	Net 30	10/18/93	1	
Y.	ITEM NO.	DESCRIPTION			PRICE		UNIT	DISC %	EXTENDED PRICE	TX.
138	10036000	Imago Panels / Roll 46'x3'			\$5.46		SqFt		\$753.48	
							SALE AMOUNT		\$753.48	
							FREIGHT		\$26.50	
							SALES TAX		\$0.00	
							TOTAL		\$779.98	
							PAID TODAY		\$0.00	
							BALANCE DUE		\$779.98	

Clear Choice Marketing, Inc.  
P.O. Box 472326  
Charlotte, N.C.

28247

Invoice

Invoice #: 00000925

Bill To:

Ship To:

Lamar  
17264 East Street, N.E.  
North Fort Myers, FL 33917

Lamar  
17660 East Street, N.E.  
North Fort Meyers, FL 33917

SALESPERSON		YOUR NO.	SHIP VIA	COL	PPD	SHIP DATE	TERMS	DATE	PG.
			FedExp O/N			10/15/93	Net 30	10/18/93	1
QTY.	ITEM NO.	DESCRIPTION			PRICE	UNIT	DISC %	EXTENDED PRICE	TX.
138	10036000	Imago Panels / Roll 46'x3'			\$5.46	SqFt		\$753.48	
						SALE AMOUNT		\$753.48	
						FREIGHT		\$26.50	
						SALES TAX		\$0.00	
						TOTAL		\$779.98	
						PAID TODAY		\$0.00	
						BALANCE DUE		\$779.98	

Clear Choice Marketing, Inc.

JS1325

IMAGO IMAGE  
JOB SHEET

DATE: 10/4/93

CUSTOMER:

CCM/

CUSTOMER P.O.#:

931027

BILL TO:

Lamar - Busy  
Home - on file  
Ft. Meyers FL

PHONE:

813-543-3002

ORDER INFORMATION

REQ'D DEL:

ACK. DATE:

QUANTITY:

10 3' x 4.6'

PRICE EACH:

757.60

SHEET SIZE:

36" x 55"

Whole Size:

Perfed 00833

MATERIAL:

Imago

SOFT Price?

3' x 4.6' 138 x 54

COLORS: 1.

2.

3. 138 SOFT 4.

100 75.76

SPECIAL INSTRUCTIONS (FINISHING, ETC.):

FILM DATE AVAILABLE:

SHIPPING INFORMATION

SHIP TO:

Lamar Outdoor Adv.

PHONE:

ATTN:

Mark (Painter)

17660 East Street

Bayshore Blvd. Park

N. Ft. Meyers FL 33917

SHIP VIA HOW?: (GROUND/ 2ND DAY/ OVERNIGHT/ SEA OR AIR):

10/13/93

FORWARDING AGENT FOR INTERNATIONAL ORDERS:

FW-L. material

COR NO.	INVOICE NO.	GROSS AMOUNT	DISCOUNT	NET AMOUNT	VENDOR NO.	INVOICE NO.	GROSS AMOUNT	DISCOUNT	NET AMOUNT
25-308		410.00		410.00					
<b>THE LAMAR CORPORATION</b> P.O. BOX 66338 • BATON ROUGE, LOUISIANA 70896					331803	29225	10/01/93		410.
					CHECK NUMBER	VENDOR NO.	CHECK DATE	TOTAL DISCOUNT	TOTAL PAID

Clear Choice Marketing, Inc.  
P.O. Box 472326  
Charlotte, N.C.

28247

Invoice

Invoice #: 00000908

Bill To:

Lamar  
17264 East Street, N.E.  
North Fort Myers, FL 33917

Ship To:

Lamar  
17264 East Street, N.E.  
North Fort Myers, FL 33917

SALESPERSON		YOUR NO.	SHIP VIA	COL	PPD	SHIP DATE	TERMS		DATE	PG.
			UPS Overnight			9/10/93	Net 30		9/10/93	1
QTY.	ITEM NO.	DESCRIPTION				PRICE	UNIT	DISC %	EXTENDED PRICE	TX.
6	1003539	Imago ArtPanel™				\$65.00	Panel		\$390.00	
							SALE AMOUNT		\$390.00	
							FREIGHT		\$20.00	
							SALES TAX		\$0.00	
							TOTAL		\$410.00	
							PAID TODAY		\$0.00	
							BALANCE DUE		\$410.00	

J O B   S H E E T  
P A C K I N G   L I S T

VISUAL TECHNOLOGIES, INC.

DATE..... 9/8/93  
VTI ORDER #... JS1283

JOB STATUS....

BACK ORDER.....

CUSTOMER..... DON LAMAR

CUSTOMER P.O.#... 931003

-----  
O R D E R   I N F O R M A T I O N  
-----

CUSTOMER DATE:

PRODUCT CODE... 2  
QUANTITY..... 5

SHEET SIZE.... 35 X 39  
DOT SIZE..... HOLE PATTERN  
MATERIAL..... IMAGO PANELS  
TYPE (I/II)...  
COLORS.....

SPECIAL INSTRUCTIONS: /

FILMS.....

-----  
S H I P P I N G   I N F O R M A T I O N  
-----

SHIP TO..... LAMAR  
BETSY COSTELLO 813-543-3002  
17054 EAST STREET, N.E.  
FT. FT. MYERS, FL 33917

FORWARDING AGENT....  
SHIP VIA (Sea/Air)... OVERNIGHT

SHIPMENT SHIPPED... OVERNIGHT

DATE SHIPPED.....

FREIGHT CHARGE...

6 @ 65

390

9/10

20

\$ 20

\$ 410



Clear Choice Marketing, Inc.

931003

IMAGO IMAGE  
JOB SHEET

DATE: 9/8/93

CUSTOMER:

LAMAR CORPORATION

CUSTOMER P.O.#:

BILL TO:

Betsy Costello

17264 EAST STREET, N.E.

NORTH Ft. Myers, FL

33917  
PHONE:

813-543-3002

ORDER INFORMATION

REQ'D DEL:

9/13/93

ACK. DATE:

QUANTITY:

6

PRICE EACH:

\$65.00

SHEET SIZE:

35x39

Whole Size:

MATERIAL:

Imago Bus Panels

COLORS:

1.

2.

3.

4.

SPECIAL INSTRUCTIONS (FINISHING, ETC.):

ARRIVING FROM ARCOR

Very Stock!

FILM DATE AVAILABLE:

22/5

\$20.00

SHIPPING INFORMATION

SHIP TO:

PHONE:

ATTN:

Jane

SHIP VIA HOW?:

TO ARRIVE 9/13/93

(GROUND/ 2ND DAY/ OVERNIGHT/ SEA OR AIR):

9/10

FORWARDING AGENT FOR INTERNATIONAL ORDERS:

JS1283

This is the Exhibit marked C referred to in  
the Affidavit of Linda M. Icard dated  
this 11<sup>th</sup> day of November 1999.

Before me Sharon M. Hillis

~~My~~ Commission Expires January 31, 2001

Notary Public

Roland - Additional Supporting Evidence. Also, mention  
of e-stat & static cong that we were working on!  
L-

August 1993

10

- THIEVE - FINISH CVG MASK

- STRIP SUPERGRAPHICS ELECTROSTATICS & SHIP  
NEXT DAY (SUNNYVALE)

- SUECIA - INAGO SAMP'S

- REC'D SHTS. FROM ANERY

- REPLACE WILLY

- EYELEVEL ON HOLD

September 1993  
M T W T F S  
1 2 3 4  
6 7 8 9 10 11  
13 14 15 16 17 18  
20 21 22 23 24 25  
27 28 29 30

August 1993

25

THIEME - EYELEVEL/WALMART CVG

SUECIA - PRODUCT DEVELOPMENT - IMAGO

✓ 10:30 AM. GARY BROWN - DISABILITY POLICY

~~301 GARY BROWN~~

✓ SHIP ARCOR ROLL/VINYL

✓ DALE - PACK UP DAMAGED FRAMES

SENDING 3-62" ROLLS BACK TO  
1-53" STRETCH DEVICES  
(DAMAGED)

August 1993

							1
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
30	31						

GOLODEX

August 1993

Thursday 26

✓ TAKE  
✓ INVENTORY

✓ 9:00 AM DR. CANNON MRS. TOWNY

✓ STRIP ON THE MOVIE'S PNL'S (29) & SHIP

✓ STRIP SUPERGRAPHICS (44 PNL'S)

✓ STRIP NFL/WALMART TEAMS

✓ SUECIA- FINISH IMAGO PRODUCT DEVELOPMENT

THIEME-PRINT ① NEW ORLEAN SAINTS  
② NEW ENGLAND PATRIOTS

✓ SHIP IMAGO SHTS. TO ARCOR

✓ SHIP 9' ROLL TO PERFERATING INC. UPS GRND.

September 1992

			1	2	3	4	5
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30				

ENCLOSURE

September 1993

8

Monday

- SCREEN ART TYPE I 33x47

- THEME - SHUT DOWN

- JVEIA - 33x47 MASK

- MARY @ AVERITT \$234.85 TO SHIP

- LINDA E. (FASON) MRA. #

- W/O 20<sup>TH</sup> PRINT IMAGE

1) OLD JOE

2) BANNERS

CLEAR MATERIAL COMING → 3) TYPE II MAT.

- CVNA ORDER - PUT 6 SNTS IMAGE  
IN W/

- GOING TO REGULAR HRS

- EPA REPORT

September 1993

M T W T F S S  
1 2 3 4 5  
6 7 8 9 10 11 12  
13 14 15 16 17 18 19  
20 21 22 23 24 25 26  
27 28 29 30

ROLODEX

1992-1993

September 1993

27

- RICHARD CAIN 8:30
- JON & RICK COME IN AT 8:30
- START RED & GREY
- JASON NEELY -
- CYNTHIA FLEMING

JANICE @ FARM BUREAU 704-788-1119

- THIEME - PRINT JOE COOL CAMEL

- DAVE & JON RAISE / REVIEW

September 1993

	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

RECOVER

**September 1993****28**

FINISH JOE COOL

STRIP BANAMEX

1:30 PM SHIRLEY WORSHAM M &amp; M CHEMICAL

FILL OUT NEW WASTE PROFILE SHEET

October 1993

						1	2	3
4	5	6	7	8	9	10		
11	12	13	14	15	16	17		
18	19	20	21	22	23	24		
25	26	27	28	29	30	31		

ROLODEX



September 1993

29

THIEME- RAIDERS IMAGO

12 SHOTS - 2 UP 24 TOTAL

LAMINATE - 3 USING FLEXCON PKG IDE  
34553

TRIM - 9

1 MIL. CLEAR POLYESTER  
OVERLAM.

September 1993

1 2 3 4 5  
6 7 8 9 10 11 12  
13 14 15 16 17 18 19  
20 21 22 23 24 25 26  
27 28 29 30

ROLDEX

October 1993

4

DAVE @ CADILLAC  
FRANK @ PIEDMONT  
RUN POLYCARBONATE 60 DOT TYPE I

4500 TOTAL

STATIC CLING TO 20<sup>SMTS</sup> 60 DOT (WHEN WE RUN FUNGUS MASK)

\* COKE PROTO: IS COMING (WHEN?) 10/4-~~8~~✓

STATIC CLING PERFED - RUN S.F. 49ERS (BANNERS)

COLLECT SAMPS FROM SHELF

2,152 SMTS (POLYCARBONATE ~ PIEDMONT) TO ARRIVE

COTTER & PETER. 54 JABRE / SEYBOLD 18,000

1 MO.

\$ 7-900 SHIP

\$ 2,000 (GUY PUT TOGETHER)

RICKETS C.V. MGB

36 - 25 x 36

8 - 33 x 47

October 1993

1 2 3  
4 5 6 7 8 9 10  
11 12 13 14 15 16 17  
18 19 20 21 22 23 24  
25 26 27 28 29 30 31

1-374-596 \$65.00

✓ ERNIE'S TIME?

BOLODEX

# October 1993

## 8

## Friday

- GET SCREEN ART (COKE MATERIAL) OUT
- \* CHECK GRIPPER/PRINT SUECIA
- 2) RUN SHEETS THRU OLD CLEAN MACHINE
- 3) CUT PCS. FOR THIEME BED
- 4) PUT UP INK
- 5) CHECK SCREENS
- 6) GRIND SQUEEGIES
- THIEME - RUN CVG MASK
- SUECIA - CHECK COKE
- TUBELITE - RIEGER/ART EXPRESS
- DRAW/PLAN PRESS EXTENSION (SUECIA)
- COKE/IMAGO TYPE II
- 1ST IMPRESSIONS KEITH MASON
- SQUEEGIE GRINDER WED-THUR.

October 1993

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

BLOOMER

10/1/93 10:10 AM

October 1993

Thursday

14

THEME

IMAGO COKE 25 SKTS INCL MKROY

① 5- EXTRA VALUE MEALS

② THE REST COKE

① RED

② GREEN

③ AQUA

④ BLACK

SAME FILM

54" OR 60"

48" X 50" OR 100 YARDS

TERM. ADHESIVE

MATTE FINISH

JIM - 394-9607

2mil POLYESTER ROLL

P2003 HIGH GLOSS

90 S.F.

.162

1mil MATTE / PAPER

2.162

.914

232.00

J.A.

RICK DISHMAN

November 1993

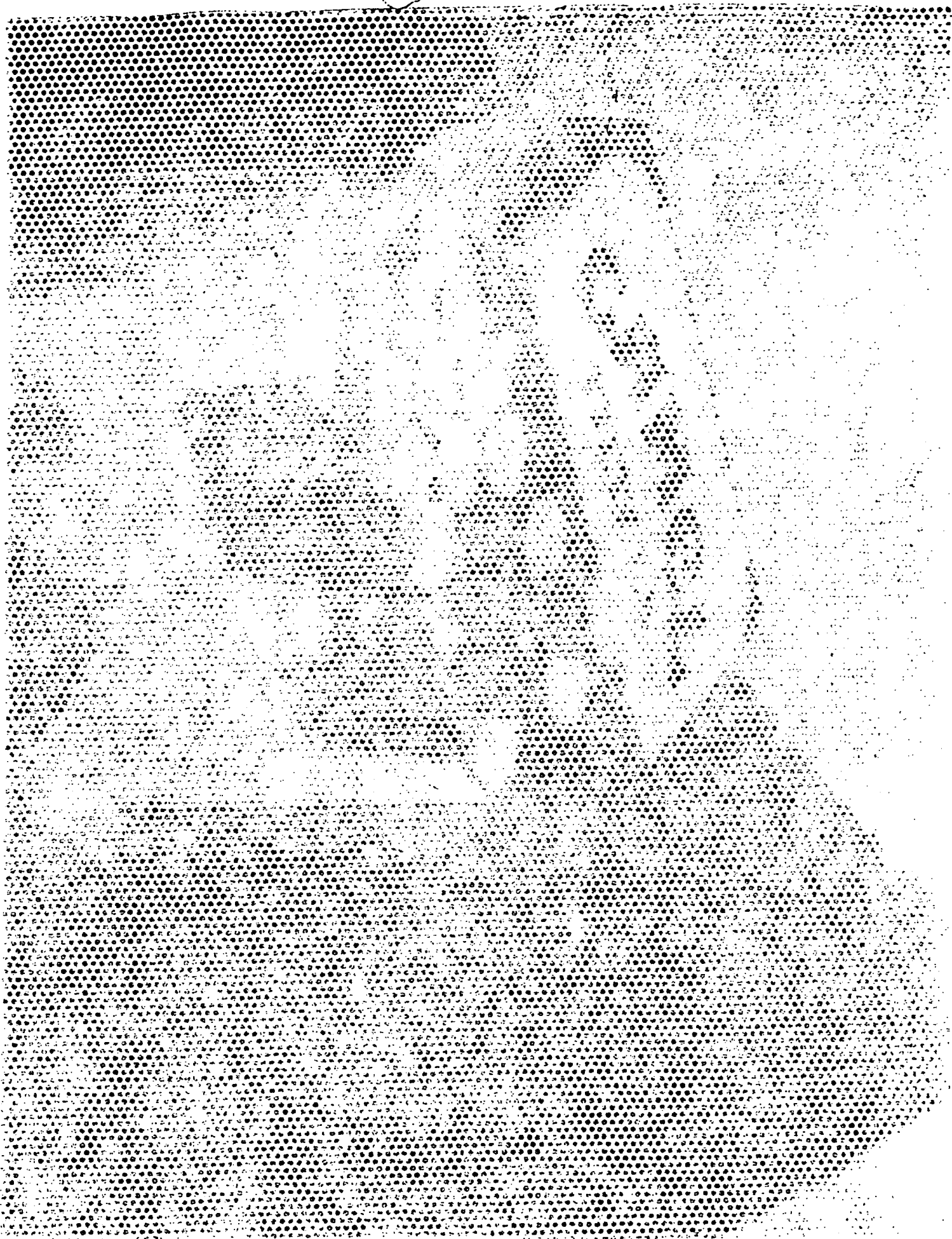
S	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

This is the Exhibit marked D referred to in  
the Affidavit of Linda M. Icard dated  
this 11th day of November 1999.

Before me Sharon J. Hillis

My Commission Expires: 11/30/01

Notary Public



This is the Exhibit marked E referred to in  
the Affidavit of Linda M. Icard dated  
this 11<sup>th</sup> day of November 1999.

Before me Sharon M. Gillis

My Commission Expires January 31, 2001

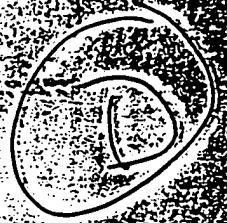
Notary Public

# Clear Choice Marketing, Inc.

October 1, 1993

404-676-2481

Ms. Margaret Richman  
Coca-Cola Fountain  
1. Coco-Cola Plaza  
USA 1519  
Atlanta, GA 30313



Dear Margaret:

Enjoyed meeting with you this week.

Enclosed you will find the ImagoImage™ samples I promised.

My current plan is to bring your Burger King prototype to Atlanta the week of October 11. I'll call you on or about the 6th to set up an appointment.

Best regards,

Ben W. Icard,  
President

Go Braves!!

Enjoy the sunglasses.

Enclosures: ☒ Camel mounted  
☒ Raiders  
☒ 2 pr Braves

*Overnight  
UPS*

P. O. Box 472326

Phone: (704) 588-9585

Charlotte, NC 28247

USA

Fax: (704) 588-9173



# Clear Choice Marketing, Inc.

October 13, 1993

404-215-5105

Mr. Mike Edge

Georgia Lottery

INFORUM, Ste. 3000

250 Williams Street

Atlanta, GA 30303-1071



Dear Mike,

Here's the ImagoImage™ sample I promised.

I'll fax pricing to you the week of October 4th.

I plan to be in Atlanta the week of October 11. Hopefully, I can meet with Candice and Jodie then.

Best Regards,

Ben. W. Icard,  
President

Enjoy the sunglasses!

Enclosure: ✓ Camel-mounted  
✓ 2 pr Braves

overnight  
US

P. O. Box 472326

Phone: (704) 588-9585

Charlotte, NC 28247

Fax: (704) 588-9173

USA

# Clear Choice Marketing, Inc.

October 15, 1993

813-821-5155

Mr. Mike Ferraguna  
Earl Palmer Brown  
McNulty Station  
260 First Ave. South  
Suite 300  
St. Petersburg, FL 33701



Dear Mike,

Anthony Beckford and I look forward to meeting with you to discuss ImagoImage™.

A number of lotteries are planing to work with the product.

See ya Monday.

Best Regards,

Ben W. Icard,  
President

Enclosure: CC-Camel  
B.Card  
Imago Sheets

*Overnight  
LTR*

P. O. Box 472326 Charlotte, NC 28247 USA  
Phone: (704) 588-9585 Fax: (704) 588-9173

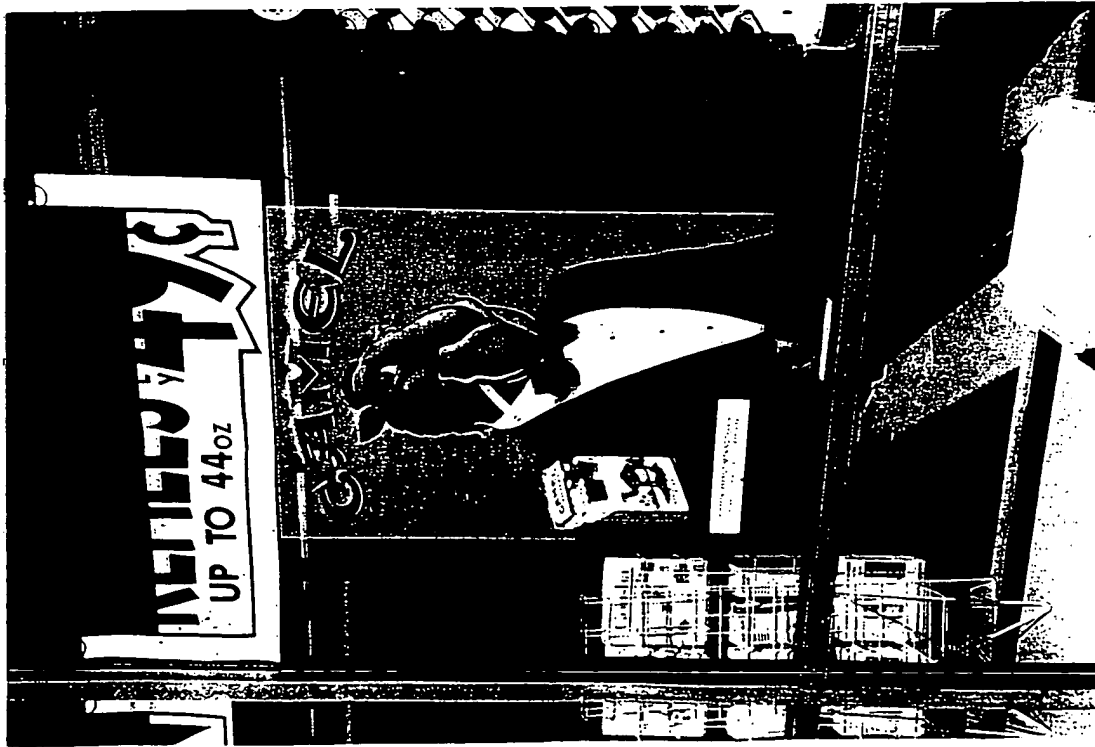
This is the Exhibit marked F referred to in  
the Affidavit of Linda M. Icard dated  
this 11th day of November 1999.

Before me

Shaun M. Bellis

~~My~~ Commission Expires January 31, 2001

Notary Public



Exterior View



Interior View

Fig. 1 "Old Joe" Product Applied to Convenience Store Circle K - Nations Ford Rd. Charlotte, NC

This is the Exhibit marked G referred to in  
the Affidavit of Linda M. Icard dated  
this 11<sup>th</sup> day of November 1999.

Before me Sharon M. Gillis

My Commission Expires January 31, 2001

Notary Public

# POP TIMES

*The National News Publication of Point-of-Purchase Advertising and Display*

## Win/Win for C-stores & Gatorade Products

The Gatorade Co. believes it has a winner with its see-through signage for convenience stores. "We're at the front end of the curve," says Jeff Lichtman, assistant cold channel manager for Gatorade thirst quencher, which is owned by Chicago-based Quaker Oats Co.

The problem with traditional signs, explains Patti Sinopoli, group manager of public relations and communications at Gatorade, is that they are hung in the windows and obstruct the c-store retailer's view. C-stores are opposed to this mainly for security reasons. But Gatorade's Imago-Image™ see-through signage provides employees with a clear, unobstructed view of the outdoors. People on the exterior

of the store, however, see a colorful sign promoting Gatorade and its new label.

"It's meeting our customers' needs at the same time it's meeting ours," Sinopoli says. "It's a great vehicle for us and the customer. The sign allows them the latitude to have clear vision, but allows us the luxury of having a sign visible in the window. It's a pretty innovative P-O-P offering for a c-store," she says.

Measuring 16 by 23 inches, the sign serves as a memory cue and promotes Gatorade's revamped logo. The new logo accentuates the lightning-bolt imagery, which is used in a variety of Gatorade's advertising vehicles, Sinopoli notes. The Gatorade artwork was printed directly onto special-

ly developed, pressure-sensitive vinyl film. The sign applies to glass much like a static cling would, she explains.

Clear Choice Marketing Inc. Charlotte, NC, manufactures 30,300 signs, which began appearing nationally in c-store in March. □



Gatorade is gaining window space in c-stores with a sign that provides a clear view from the interior, but shows a colorful graphic from the exterior.

**FOR MORE INFORMATION, CONTACT:**

**Clear Choice Marketing**

**P.O. Box 472326, Charlotte, NC 28247**

**Phone: (704) 588-9585 Fax: (704) 588-9173**

This is the Exhibit marked H referred to in  
the Affidavit of Linda M. Icard dated  
this 11<sup>th</sup> day of November 1999.

Before me

Heaton M. Hillis

~~My~~ Commission Expires January 31, 2001

Notary Public

Clear Choice Marketing, Inc.

P.O. Box 47225  
Charlotte, N.C.

28247

Invoice

Invoice #: 00001108

Bill To:

Ship To:

Glover Advertising HQ  
500 County #A, Suite  
Secaucus, New Jersey 07096

Glover Advertising HQ  
R.J. Reynolds Tobacco Co  
C/O GATX LOGISTICS  
5900 Grassy Creek Blvd  
Winston-Salem, NC 27105

SALES PERSON		YOUR NO.	SHIP VIA	COL	PPD	SHIP DATE	TERMS		DATE	PG.
Ben Heard		21314	special svcs			7/21/94	Net 30		7/21/94	1
QTY.	ITEM NO.	DESCRIPTION				PRICE	UNIT	DISC %	EXTENDED PRICE	TX.
900	1050	ImagoVinyl Printed 23.5" X 33.5" 4/C Process + 2 PMS RJR Joe Camel Interior Mount (V-58) Job Expenses: 10 signs per box / with squeegee and Glover Instructions				916.49	Each		814,841.00	
90	1500					32.10	each		8189.00	
Films Provided by Glover / Freight collect to RJR						SALE AMOUNT		815,030.00		
						FREIGHT		80.00		
						SALES TAX		60.00		
						TOTAL AMOUNT		815,030.00		
						PAID TODAY		80.00		
						BALANCE DUE		815,030.00		



This is the Exhibit marked I referred to in  
the Affidavit of Linda M. Icard dated  
this 1<sup>st</sup> day of November 1999.

Before me Sharon M. Ellis

Notary Public

My Commission Expires January 31, 2001

US005525177A

United States Patent (19)

Patent Number: 5,525,177  
Date of Patent: Jun. 11, 1996

Ross

(54) IMAGE TRANSFER METHOD FOR ONE WAY VISION DISPLAY PANEL

Primary Examiner—David A. Simmons  
Assistant Examiner—Steven J. Helmer  
Attorney, Agent, or Firm—Feiz & Feiz

(73) Inventor: Gregory E. Ross, Santa Rosa, Calif.

(57) ABSTRACT

(73) Assignee: Clear Focus Imaging, Inc., Santa Rosa, Calif.

A method of producing an image onto a surface of a one-way vision display panel of the type which is constructed as a perforated membrane having an opaque light-reflective surface and a light-absorbing surface and whereby the image is clearly visible when viewing the display panel from one direction and wherein the perforated membrane permits substantially unobstructed through-viewing when viewing the display panel from a second, opposite direction. The method substantially eliminates the corona effect of the image while viewing the display panel in the through-viewing direction, the corona effect being the result of stray ink which has traveled from the image layer into the through-holes of the perforated membrane during the image printing process. The method includes the steps of: electrostatically transferring ink onto a transfer medium as a reverse image for temporarily holding the reverse image for later transfer to a surface of a perforated membrane; and transferring the reverse image from the transfer medium using heat and/or pressure in order to form a desired correctly oriented image onto only the solid bar portions of a surface of a perforated membrane without any substantial image transfer from or through the through-holes of the perforated membrane such that the correctly oriented image is substantially undetectable when looking at the one-way vision display panel in the second, opposite through-viewing direction.

(21) Appl. No.: 299,500

(22) Filed: Sep. 1, 1994

(51) Int. Cl. B44C 3/02

(52) U.S. Cl. 156/240; 156/230; 156/235; 156/277; 156/249; 40/613; 40/591

(58) Field of Search 156/230, 71, 235; 156/247, 249, 277, 239, 240; 40/588, 615, 589, 591

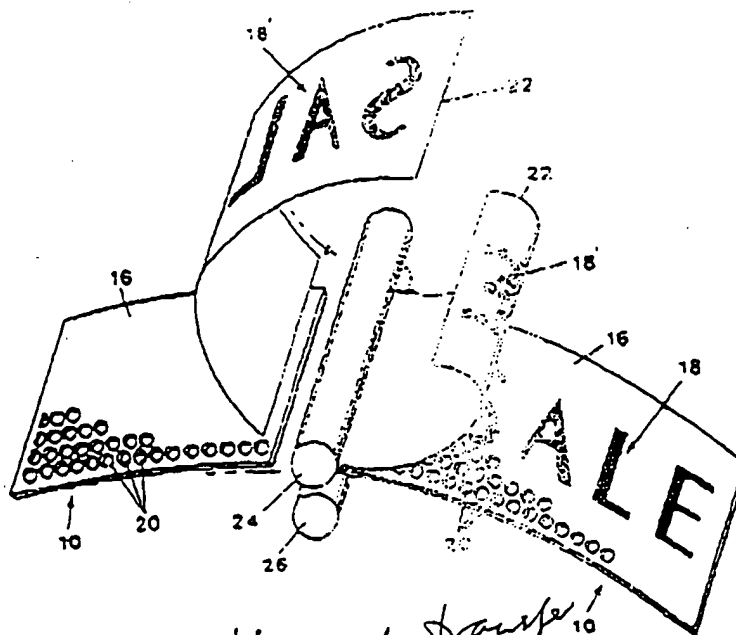
(56) References Cited  
U.S. PATENT DOCUMENTS

3,451,877	6/1969	Henschman	161/5
3,833,675	12/1974	Edwards	161/5
4,070,781	1/1978	Saver	40/591 X
4,338,488	11/1982	Dunklin et al.	428/31
4,440,590	4/1984	Collins et al.	156/235 X
4,673,609	6/1987	Hill	428/187
4,940,622	7/1990	Leavitt, Sr.	428/137

FOREIGN PATENT DOCUMENTS

0094845	11/1983	European Pat. OS.	156/240
0641989	3/1982	Japan	156/277
2112096	10/1983	United Kingdom	156/240
9102296	2/1991	WIPO	156/240

5 Claims, 5 Drawing Sheets



① Observation - thermal transfer  
e stat transfer  
receptive / non receptive prior art

② Public Use and on sale.  
II / Supergrip / 3M  
Adhesive / AD.

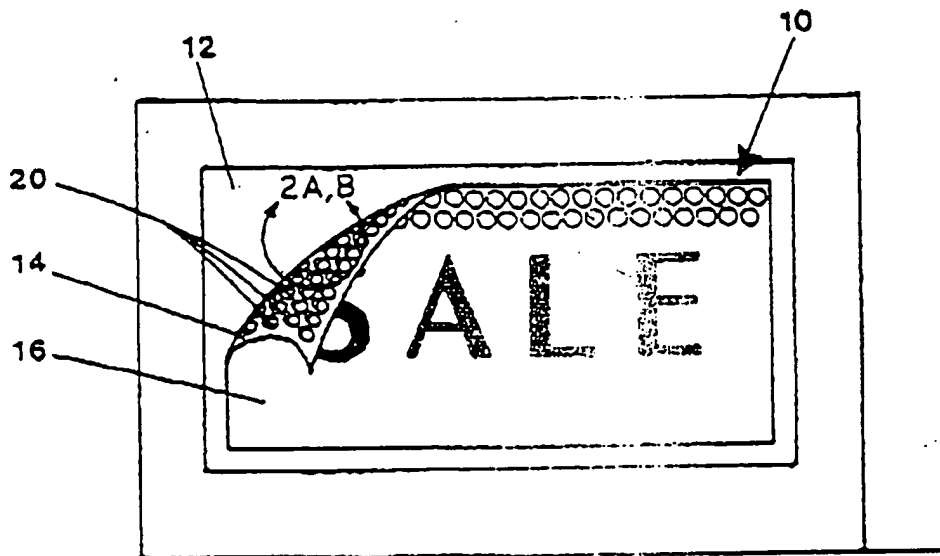


FIG. 1

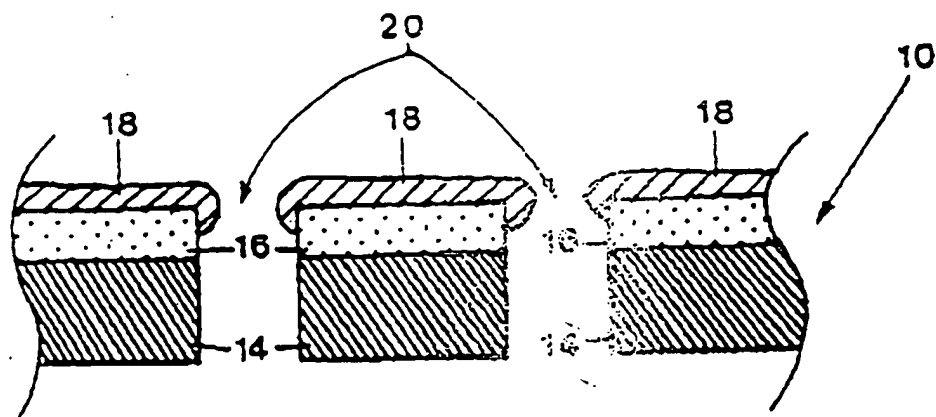


FIG. 2A  
(PRIOR ART)

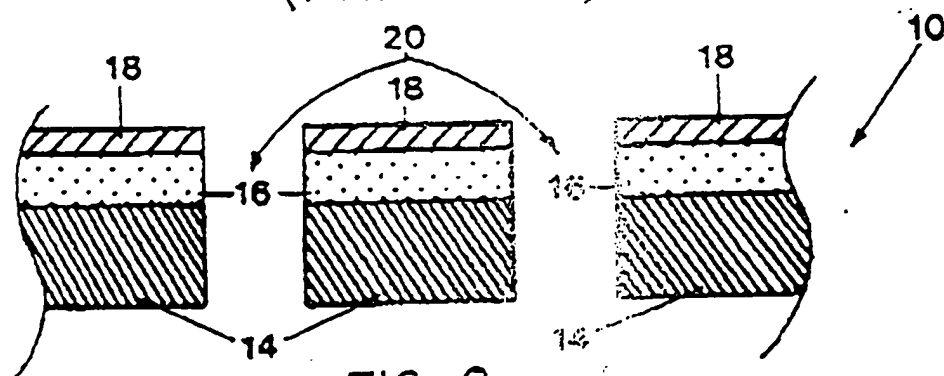


FIG. 2B

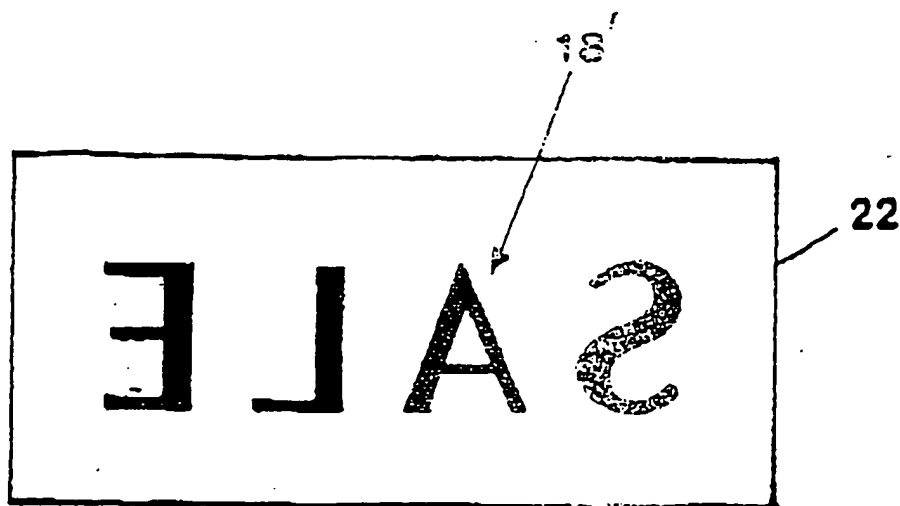


FIG. 3

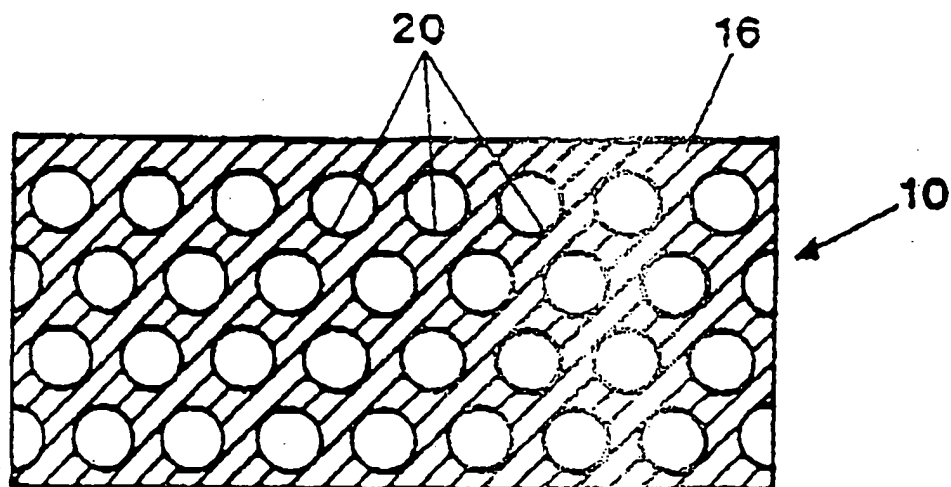
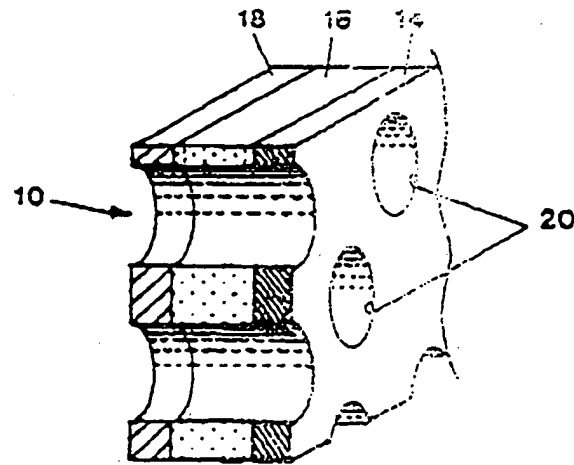
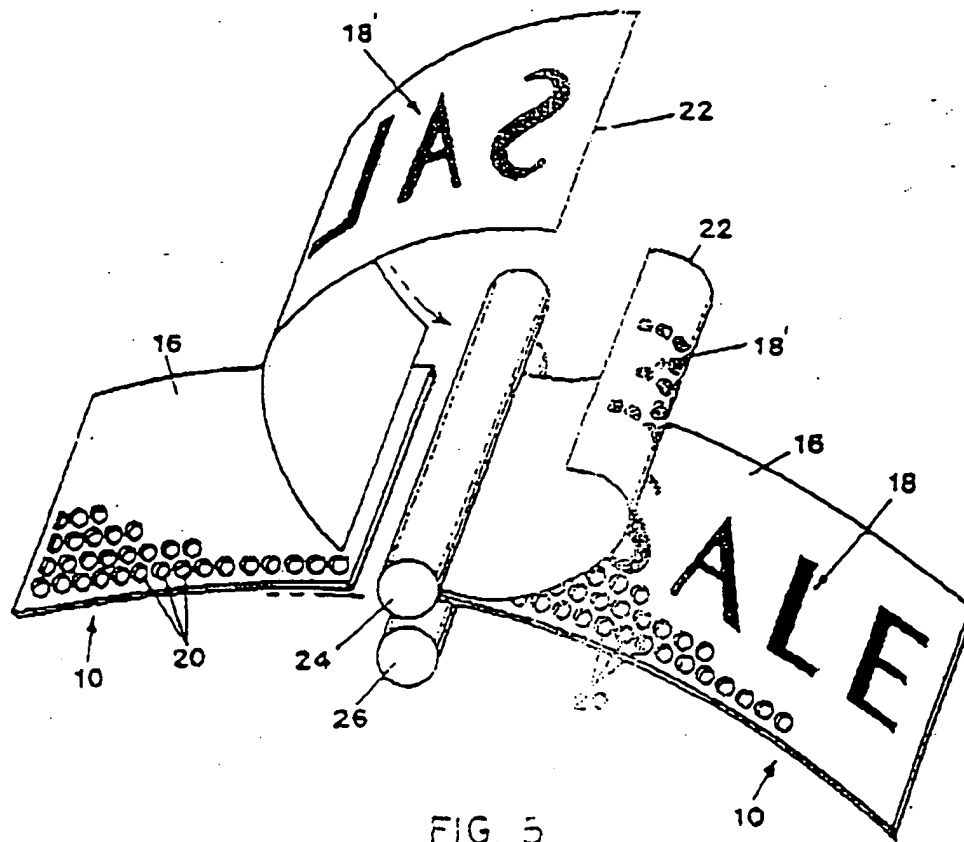


FIG. 4



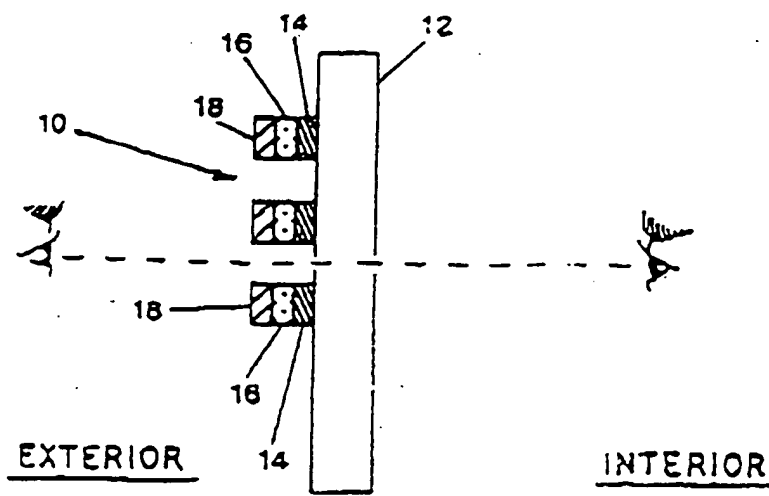


FIG. 7

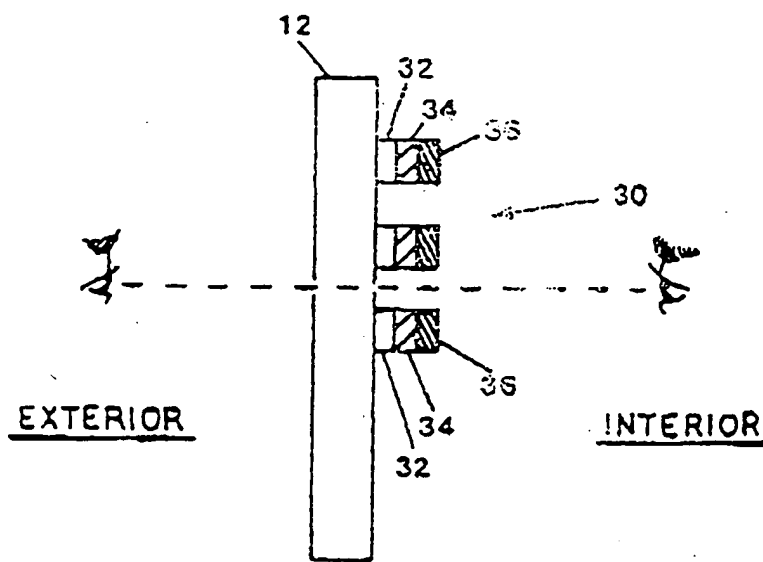


FIG. 8

# IMAGE TRANSFER METHOD FOR ONE WAY VISION DISPLAY PANEL

## BACKGROUND OF THE INVENTION

The present invention relates to improvements in one-way vision display panels of the kind constructed from perforated plastic sheet material and which include an image or pattern which is only visible when the display panel is viewed from one direction and wherein the display panel permits substantially unobstructed through-viewing when viewed from the opposite direction. More particularly, the invention relates to a method for transferring a printed image onto a display surface of the perforated membrane material in such a manner whereby the through-viewing capability of the one-way vision display panel is not adversely affected.

One-way vision display panels of the type which are constructed from plastic film material and contain a printed image which is visible when viewed from one direction and which appears transparent when viewed from a second, opposite direction are known from the prior art. Such one-way vision display panels are advantageously used in advertising since they may be easily applied to and displayed on any smooth transparent surface, such as the windows of buildings, buses, streetcars, trucks and the like.

In accordance with conventional one-way vision display panel design, the display image is formed as a pattern of two-color opaque dots which are applied by screen, litho or similar printing process along an interface surface between two adjoining transparent plastic panels. The opaque dots appear white or light in color on one side and black on the other. Light incident on the light color side of the panel is scattered and reflected thereby permitting an image formed by the dot pattern to be seen when viewed from this direction. Light incident on the opposite or black side of the panel is absorbed such that the light transmitted through the transparent portions of panel permit through-viewing in the direction from the black color side to the light color side.

A one-way vision display panel constructed as a perforated plastic panel or membrane having a black rear surface and a white opaque front surface offers superior optical through-vision properties as compared to the conventional one-way vision display panels of the prior art mentioned at the outset. The reason for this is that fewer optical losses due to diffraction and refraction are experienced when light is transmitted virtually unobstructed through the holes of the perforated plastic film material as compared to when light is transmitted through the numerous transparent plastic and adhesive layers of the prior art one-way vision panels.

A problem arises, however, when using conventional printing processes, such as liquid ink silk screen, litho or similar inking processes, for printing an image or pattern on the white opaque front side surface of a perforated plastic panel or membrane. The ink used in any of these conventional inking processes has a tendency to travel or bleed into the outer and upper perimeter of the holes of the perforated plastic membrane thereby making the image printed on the opaque white side visible from the rear or black side. This means that when looking from behind the panel (i.e. when looking into the rear or black side for viewing through the panel) the presence of the ink in the side walls of the holes creates a corona effect, i.e. the ink in the holes gives rise to an undesirable halo or phantom image which is seen when viewing the display panel from behind, i.e. in the through-viewing direction.

Accordingly, there is a definite need in the art for a method of accurately printing an image onto a surface of a

one-way vision display panel constructed as a perforated plastic panel or membrane which overcomes the problems of the prior art.

## SUMMARY OF THE INVENTION

The present invention is directed to methods and apparatus for accurately printing a color image or pattern onto a surface of a one-way vision display panel of the type constructed as a perforated plastic panel or membrane without any substantial image transfer into or through the through-holes of the perforated plastic panel or membrane.

It is a specific object of the invention to provide an image transfer method whereby the transferred image is not detectable when looking at the one-way vision display panel from behind the panel, i.e. in the through-viewing direction.

In accordance with a preferred implementation of the invention, the one-way vision display panel onto which an image is transferred comprises an assembly of two or more plastic panels one of which has a light-reflective coating suitable for receiving a printed image thereon and which is preferably opaque white in color. The other panel has a light-absorbing coating which is preferably black in color. The panels are bonded together by an adhesive and then are provided with holes therethrough. The holes can be placed through the panels either before or after they are assembled. Typically, the holes are formed after the panels have been assembled. The holes are preferably ordered in staggered or offset columns and rows such that they provide about a 50% open area for effective light transmission through the panel assembly.

In a first alternate implementation of the image transfer method of the invention, the one-way vision display panel comprises a single plastic sheet or membrane having opposite sides provided with light-reflective and light-absorbing color coatings, respectively. This "double coated" panel is then perforated with a plurality of through-holes as described above.

The purpose of the holes is to allow viewing through the image display panel assembly in one direction without seeing an image which is subsequently printed onto the light-reflective panel (in the case of the multi-panel embodiment) or the light-reflective coating side (in the case of the double coated single panel embodiment), yet the image can be viewed by looking at the image display panel assembly from the opposite direction. Thus, the image is suitable as an advertising medium as applied to the transparent windows of buildings, vehicles and the like. A person sitting in a building or in a vehicle cannot see the image or a window by looking outwardly through the window. Looking in the opposite direction, however, (i.e. looking into the window and image display panel from the outside of the building or vehicle) a person will see the image.

In accordance with the method aspects of the invention, a reverse image is first placed onto a specially prepared substrate or transfer medium. In a preferred embodiment, the substrate or transfer medium comprises paper sheet stock. Toner or powdered ink is then deposited on the paper in reverse image in accordance with the known electrostatic printing process. The paper is treated with a conventional toner receptive coating so that the ink or toner in either powder or liquid form will remain intact on the paper without smudging or smearing so long as the paper is handled with reasonable care. In addition to paper, the transfer medium may also comprise vinyl or any other suitable substrate, preferably plastic sheet material, which is



capable of holding an image from an electrostatic printing mechanism.

The transfer medium with the reverse image printed thereon is then fed into a laminator along with the perforated plastic panel or membrane. The laminator is used for transferring the reverse image initially printed on the transfer medium as a permanent image on a surface of the perforated plastic panel or membrane, the transferred or permanent image being oriented as a mirror image of the reverse image in a desired orientation. In the case where the image is printed text, the transferred image is oriented as a readable text image. The laminator uses heat and pressure to effect image transfer.

In one embodiment, the laminator comprises a pair of heated rollers. The transfer medium is fed into the heated rollers, image side down, along with the perforated plastic panel or membrane which is inserted from below with the opaque white surface facing upwards so that the image is transferred across to only the solid bar portions of the opaque white surface of the perforated membrane. These portions of the reverse image overlying the holes contained in the perforated plastic panel or membrane will remain on the transfer medium and will not penetrate into or through the holes of the perforated plastic panel or membrane. Upon exiting the rollers, the transfer medium along with the untransferred ink portions is then peeled away for disposal.

It is an advantageous feature of the method of the present invention that the image is accurately and rapidly transferred onto only the solid bar portions of the transfer surface of the perforated plastic panel or membrane through the use of well known printing processes without any substantial image transfer into or through the holes of the perforated plastic panel or membrane. In this way, an undesirable ghost or phantom image of the true image can not readily be seen when viewing the one-way vision image display panel from the darkened back side, i.e. in the through-viewing direction.

Another advantageous feature of the invention is that the image transfer method may be used to transfer an image onto a surface of a perforated membrane for use as either an exterior mount or an interior mount image display panel. In the case of an interior mount panel (for example, a panel which is applied to inside surface of store window, and wherein the image is visible when looking through the store window from the outside) the image is protected from vandalism or graffiti.

Methods and apparatus which incorporate the features described above and which are effective to function as described above constitute specific objects of this invention.

Other and further objects of the present invention will be apparent from the following description and claims and are illustrated in the accompanying drawings, which by way of illustration, show preferred embodiments of the present invention and the principles thereof and what are now considered to be the best modes contemplated for applying these principles. Other embodiments of the invention embodying the same or equivalent principles may be used and structural changes may be made as desired by those skilled in the art without departing from the present invention and the purview of the appended claims.

#### BRIEF DESCRIPTION OF THE DRAWING VIEWS

FIG 1 shows a one-way vision display panel constructed as a perforated plastic panel as it is being applied to a surface of a window. The perforated plastic panel is shown with an

image surface containing in print form the word "SALE" thereon.

FIGS 2A-2B is a two-part series of enlarged fragmentary section views of the portion of the perforated plastic panel of FIG. 1 shown encircled by arrow 2A,B in FIG. 1. The two-part series shows a comparison between a perforated plastic panel having an image layer applied in accordance with a prior art silk screen printing process (FIG. 2A) and a perforated plastic panel having an image layer applied in accordance with the image transfer process of the present invention (FIG. 2B).

FIG. 3 is a front elevational view of a reverse image deposited onto a transfer sheet which is used for temporarily holding the reverse image for subsequent transfer as a desired correctly oriented image onto a surface of a perforated plastic panel.

FIG. 4 is a front elevational view of a perforated plastic panel shown before an image has been printed or transferred thereon.

FIG. 5 is a perspective view which illustrates the process of transferring a reverse image from the transfer sheet to a surface of the perforated plastic panel.

FIG. 6 is an enlarged fragmentary perspective view of a one-way vision display panel constructed as a perforated plastic panel having a light-absorbing (or black) layer on one side surface and an image printed on or transferred to the opposite side surface.

FIG. 7 is a transverse sectional view through the one-way vision display panel of FIG. 6 shown in use as an exterior mount panel.

FIG. 8 is a transverse sectional view through a second embodiment for a one-way vision display panel shown in use as an interior mount panel.

#### DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS

FIG. 1 is a front elevational view of an exemplary one-way vision image display panel 10 of the type constructed as a perforated plastic sheet material or membrane and which is shown being applied to a surface of a window 12. The one-way vision panel 10 includes a first, light-absorbing layer or surface coating 14, preferably black in color, and a second, light-reflective layer or surface coating 16, preferably opaque and white in color. A printed image 18 of the word "SALE" is shown printed on the light-reflective layer 16.

The one-way vision display panel 10 shown is commonly referred to in the art as an "exterior mount" panel since, in use, the panel 10 is applied to the exterior or outer surface of a window on a building or bus, etc., and the image 18 is only seen by a person when looking through the window from a position outside the outside of the window. In an exterior mount panel, the light-absorbing or black layer 14 is the "rear" layer or surface and is oriented adjacent the window's exterior surface while the light-reflective layer 16 is the "front" layer or surface as it is the outermost surface of the panel 10.

The display panel 10 is perforated with a plurality of through-holes 20 which extend completely through the panel 10 from the inner light-absorbing layer 14 to the outer light-reflective layer 16. The through-holes 20 allow viewing through the panel 10 in a direction looking through the window 12 from a position inside of or behind the window 12 without seeing the image 18 which is printed on the

light-reflective surface 16, yet the image 18 can be viewed by looking at the panel 10 from the opposite direction (i.e. towards the light-reflective surface 16 from a position outside the window 12). The panel 10 may be adhered to the window 12 by an adhesive layer (not shown) which preferably attaches only the solid bar portions of the perforated plastic material to the window so as not to cover up the holes 20 and thereby detract from the optical clarity when viewing through the panel in the direction from the light-absorbing layer 14 to the light-reflective layer 16. Alternatively, the panel 10 may comprise static cling material for adhering the panel 10 directly to the window 12 without need for an intermediate adhesive layer.

FIGS. 2A-2B is a two-part series of section views through the portion of the perforated plastic panel 10 of FIG. 1 shown encircled by arrow 2A,B in FIG. 1. This two-part series of drawing views is useful for illustrating the difference between a perforated plastic panel having an image applied to one surface thereof using a conventional ink printing process (FIG. 2A) and a perforated plastic panel having an image applied to a surface thereof by the image transfer method of the present invention (FIG. 2B).

In FIG. 2A there is shown a perforated plastic panel 10 comprising a dark, light-absorbing layer 14, an opaque white light-reflective layer 16, and an image layer 18 which has been applied to the opaque white light-reflective layer in accordance with a prior art silk screen printing process, or similar liquid ink printing process. Note how the ink of the image layer 18 tends to spill over into the upper perimeter of the through-holes 20. This creates an undesirable ghost or phantom image effect which can be seen when viewing the image display panel in the through-viewing direction, e.g., when looking outside through a building or bus window having a one-way image display panel thereon.

FIG. 2B shows an image layer 18 which has been applied to the opaque white, light-reflective layer 16 in accordance with the image transfer method of the present invention. Note how substantially no portion of the image layer 18 penetrates into or through the through-holes 20 of the perforated plastic panel 10.

The image transfer process of the present invention will be explained in more detail with reference to FIGS. 3-6. In FIG. 3 there is shown a transfer medium 22, preferably a paper sheet, which is used for temporarily holding an image 18' for subsequent transfer to a surface of a perforated plastic panel or membrane. In the example shown, the image 18' is the word "SALE" printed in reverse image. The reverse image 18' has been produced using a conventional electrostatic powder ink transfer process or similar electrostatic liquid ink coating process. The reverse image 18' will stay intact on the paper 22 and will not smudge or smear so long as the paper is handled with reasonable care, i.e. by its edges such that the image 18' is not subjected to any direct physical touching or rubbing by a user.

FIG. 4 shows a plastic panel 10 which has been perforated with a plurality of small through-holes 20 and which is provided with an upper surface or layer 16 which is suitable for printing or imaging. Preferably, the upper surface or layer 16 is an opaque white, light-reflective coating or layer.

FIG. 5 shows a typical laminating process whereby two rollers 24, 26, typically heated and under pressure, are used to transfer the reverse image 18' from the transfer medium or transfer sheet 22 onto the print ready upper surface or layer 16 of the perforated plastic panel 10. This is done by feeding the transfer medium 22 and perforated plastic panel 10 into the rollers 24, 26 such that the reverse image 18' of

the transfer medium 22 faces the print ready upper layer or surface 16 of the perforated plastic panel 10. The transfer medium 22 and perforated plastic panel 10 are then rolled through the heated pressure rollers in the manner as shown. This causes the reverse image 18' to be transferred as a permanent image 18 in a desired readable orientation onto only the solid bar portions of the upper surface or layer 16 of the perforated plastic panel 10. Those portions of the reverse image 18 which overlie the through-holes 20 during the laminating process will remain on the transfer medium 22 and will not penetrate into or through the through-holes of the perforated plastic panel 10.

FIG. 6 shows a cross-section view of the one-way vision image display panel 10 upon completion of the lamination process wherein the image or image layer 18 has been successfully transferred to the light-reflective layer or coating 16 without bleeding into or otherwise penetrating the through-holes 20.

FIG. 7 is a transverse sectional view through the one-way vision display panel 10 of FIG. 6 shown in use as an exterior mount panel wherein the light-absorbing layer 14 is disposed adjacent the exterior surface of the window 12. An adhesive (not shown) may be used to secure the solid bar portion of the light-absorbing layer 14 to the exterior surface of the window 12. Alternatively, the panel 10 may comprise static cling material, such as for example, static cling PVC film, or may comprise self-adhesive PVC film for adhering to the window 12.

In the exterior mount panel 10 shown in FIG. 7, the image contained in the image layer 18 is clearly seen when viewing the panel 10 in the direction from left (exterior) to right (interior).

FIG. 8 is a transverse sectional view through a second embodiment for a one-way vision display panel 30 shown in use as an interior mount panel wherein an image or image layer 34 is disposed between a clear or transparent layer 32 and a light-absorbing layer 36 which, as before, is preferably black in color. In this embodiment, the clear layer 32 is secured to the inside or interior surface of the window 12.

The general steps for transferring an image onto an interior mount panel 30 as shown in FIG. 8 are as follows.

First, an image is formed onto a transfer medium using the electrostatic printing process as described above. For example, the transfer medium may comprise paper sheet material coated with a toner receptive coating. In this case, the orientation of the image to be formed on the transfer medium is not a reverse image but rather is the desired true or correct image orientation that a viewer will see when viewing the completed interior mount display panel 30.

Next, a clear or transparent perforated membrane (i.e. clear layer 32) is prepared.

The true image printed on the transfer medium is then transferred as a reverse image layer 34 onto a surface of the clear or transparent perforated membrane (layer 32) by the heat and pressure lamination step described above in connection with FIG. 5.

The final step involves applying a dark, light-absorbing coating or layer 36 onto the exposed surface of the image layer 34. One way for applying the dark or light-absorbing coating would be by image transfer via the electrostatic ink deposition and lamination steps outlined above. Using this technique ensures that substantially no ink from either the light-reflective image layer or the light-absorbing layer will penetrate into the holes of the perforated membrane material.

However, it is found that the presence of black or similar light-absorbing ink in the holes of the perforated sheet

material does not substantially effect the through vision properties of the display panel. Accordingly, the light-absorbing layer may be applied via a conventional liquid ink transfer process, such as by silk screen or similar litho process.

While I have illustrated and described the preferred embodiments of my invention, it is to be understood that these are capable of variation and modification. For example, while the electrostatic image transfer process of the present invention has been described by way of a example of a specific application to a perforated plastic sheet material, it is understood that the principles of the present invention are also applicable for applying images to display panels constructed from other types of perforated membrane materials including, but not limited to, perforated metal sheet, light and medium weight fabrics, etc. Further, while in the specific case of perforated plastic sheet material, both heat and pressure are desired for effecting a good image transfer, it is understood that either heat and/or pressure alone may be sufficient to effect adequate image transfer of a reverse image from the transfer medium onto the perforated membrane material depending upon the specific choice of perforated membrane material which is selected for use in the construction of the one-way vision display panel.

I therefore do not wish to be limited to the precise details set forth, but desire to avail ourselves of such changes and alterations as fall within the purview of the following claims.

I claim:

1. A method of producing an image onto a surface of a one-way vision display panel of the type which is constructed as a perforated membrane having an opaque light-reflective surface and a light-absorbing surface and whereby the image is clearly visible when viewing the display panel from one direction and wherein the perforated membrane permits substantially unobstructed through-viewing when viewing the display panel from a second, opposite direction, said method for substantially eliminating a corona effect of the image when the one-way vision display panel is viewed in the through-viewing direction, comprising the steps of:

- a) electrostatically transferring ink onto a transfer medium as a reverse image for temporarily holding the reverse image, for later transfer to a surface of a perforated membrane;
- b) preparing a membrane having an opaque light-reflective surface and a light-absorbing surface, and wherein the membrane is perforated, being defined by a plurality of spaced through-holes separated by solid bar portions; and
- c) using pressure to transfer the reverse image from the transfer medium as a desired correctly oriented image onto only solid bar portions of the opaque light-reflective surface of the perforated membrane without any substantial image transfer into or through the through-holes such that the correctly oriented image is substantially undetectable when looking at the one-way vision display panel in the second, opposite through-viewing direction.

2. The method of claim 1 wherein the step of electrostatically transferring ink includes using powdered ink.

3. The method of claim 2 wherein:

- a) the perforated membrane comprises plastic sheet material; and
- b) the step of using pressure to transfer the reverse image includes using heat to fuse the reverse image onto the solid bar portions of the perforated plastic sheet material.

4. The method of claim 3 wherein the transfer medium comprises paper sheet material.

5. The method of claim 1 wherein the step of electrostatically transferring ink includes using liquid ink.

6. The method of claim 5 wherein:

- a) the perforated membrane comprises plastic sheet material; and
- b) the step of using pressure to transfer the reverse image includes using heat to fuse the reverse image onto the solid bar portions of the perforated plastic sheet material.

7. The method of claim 6 wherein the transfer medium comprises paper sheet material.

8. A method of applying an image onto a surface of a one-way vision display panel of the type which is constructed as a perforated plastic membrane having an opaque light-reflective surface and a light-absorbing surface and whereby the image is clearly visible when viewing the display panel from one direction and wherein the perforated plastic membrane permits substantially unobstructed through-viewing when viewing the display panel from a second, opposite direction, said method for substantially eliminating a corona effect of the image when the one-way vision display panel is viewed in the through-viewing direction, comprising the steps of:

- a) electrostatically transferring toner onto a transfer medium as a reverse image for temporarily holding the reverse image for later transfer to a surface of a perforated plastic membrane;
- b) preparing a plastic membrane having an opaque light-reflective surface and a light absorbing surface, and wherein the plastic membrane is perforated, being defined by a plurality of spaced through-holes separated by solid bar portions; and
- c) using heat and pressure to transfer the reverse image from the transfer medium as a desired correctly oriented image onto only solid bar portions of the opaque light-reflective surface of the perforated plastic membrane without any substantial image transfer into or through the through-holes such that the correctly oriented image is substantially undetectable when looking at the one-way vision display panel in the second, opposite through-viewing direction.

9. The method of claim 8 wherein the transfer medium comprises paper sheet material.

10. A method of producing an interior mount one-way vision display panel of the type which is constructed as a perforated transparent membrane including a light-reflective image layer and a light-absorbing layer and whereby the image layer is clearly visible when viewing the display panel from one direction and wherein the perforated membrane permits substantially unobstructed through-viewing when viewing the display panel from a second, opposite direction, said method for substantially eliminating a corona effect of the image layer when the one-way vision display panel is viewed in the through-viewing direction, comprising the steps of:

- a) electrostatically transferring ink onto a transfer medium as an image for temporarily holding the image for later transfer to a surface of a perforated transparent membrane;
- b) preparing a perforated transparent membrane having a first side surface for mounting to an interior surface of a window and a second side surface for receiving an image layer, said perforated transparent membrane being defined by a plurality of spaced through-holes separated by solid bar portions; and

- c) using pressure to transfer the image from the transfer medium as a reverse image layer onto only solid bar portions of the second side surface of the perforated transparent membrane without any substantial image transfer into or through the through-holes of the perforated transparent membrane;
- d) applying a light-absorbing layer over the exposed side surface of the reverse image layer such that:
- i) when the first side surface of the transparent perforated membrane is mounted on an interior surface of a window, the reverse image layer appears as a desired oriented image when looking at the window from a position outside the window; and
  - ii) the reverse image layer is substantially undetectable when looking at the one-way vision display panel in a through-viewing direction from a position inside the window.
11. The method of claim 10 wherein the step of electrostatically transferring ink includes using powdered ink.
12. The method of claim 11 wherein:
- a) the perforated transparent membrane comprises plastic sheet material; and

- b) the step of using pressure to transfer the image includes using heat to fuse the reverse image onto the solid bar portions of the perforated plastic sheet material.
13. The method of claim 12 wherein the transfer medium comprises paper sheet material.
14. The method of claim 10 wherein the step of applying a light-absorbing layer includes printing via a liquid ink process.
15. The method of claim 10 wherein the step of applying a light-absorbing layer includes the steps of:
- a) electrostatically depositing ink of a light-absorbing color onto a second transfer medium; and
  - b) using heat and pressure to transfer the ink deposited on the second transfer medium onto the exposed solid bar portions of the reverse image layer.
16. The method of claim 15 wherein the transfer medium comprises paper sheet material.
- . . . . .

This is the Exhibit marked J referred to in  
the Affidavit of Linda M. Icard dated  
this 11th day of November 1999.

Before me Sharon M. Dillis

My Commission Expires March 31, 2001

Notary Public



US005773110A

## United States Patent [19]

Shields

[11] Patent Number: 5,773,110

[45] Date of Patent: \*Jun. 30, 1998

[54] WINDOW PAINTING APPARATUS AND METHOD

[75] Investor: Rodney M. Shields, Lafayette, Calif.

[73] Assignee: Creative Minds Foundation,  
Wilmington, Del.[\*] Notice: The term of this patent shall not extend  
beyond the expiration date of Pat. No.  
5,609,938.

[21] Appl. No.: 203,181

[22] Filed: Feb. 28, 1994

[51] Int. Cl.<sup>6</sup> B05D 5/00; G09F 19/02[52] U.S. Cl. 428/40.1; 52/105; 52/171.3;  
359/594; 427/96; 427/259; 427/264; 427/265;  
427/266; 428/41.6; 428/41.7; 428/41.8;  
428/42.1; 428/138; 428/187; 428/191; 428/195;  
428/204[58] Field of Search 428/40, 187, 191,  
428/204, 195, 138; 52/105, 171.3; 359/594;  
427/259, 264, 265, 266, 96

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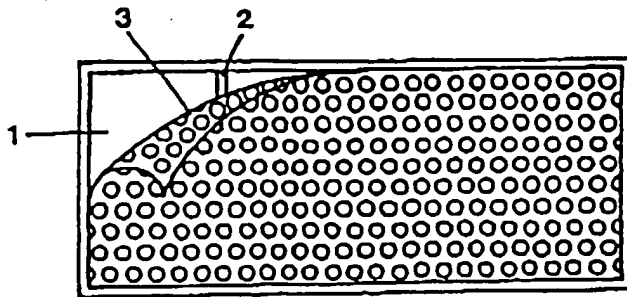
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Primary Examiner—Nasser Ahmad  
Attorney, Agent, or Firm—Feix & Feix

## [57] ABSTRACT

An improved display product and method of making a display wherein a perforated panel is provided with layers of paint which are kept on the panel. Thus, a sign painter can have a wide latitude of designs which can be applied to see-through graphics. The resulting product can be opaque to an observer looking from one side of a display product yet the observer is able to see through the product from the other side of the product. A window to be provided with a display product is masked with masking paper and masking tape to cover the exposed parts. A perforated panel is cut to fit the window and attached over the masking paper and the masking tape. The perforated panel is painted with an image that is desired.

18 Claims, 6 Drawing Sheets



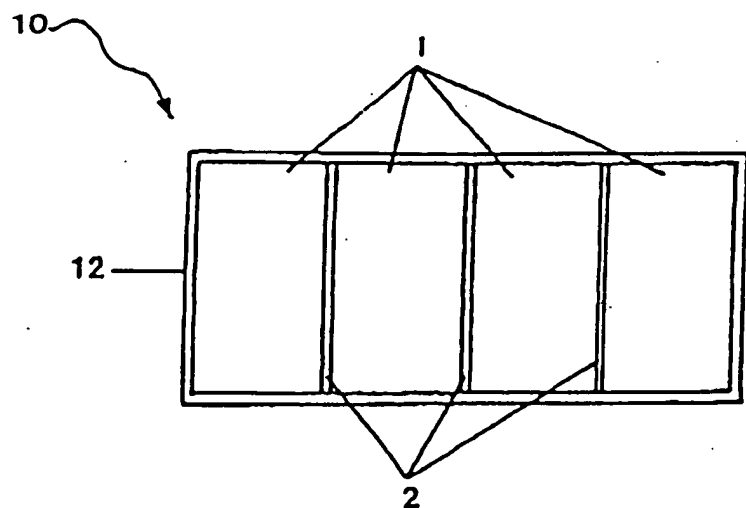


FIG. 1

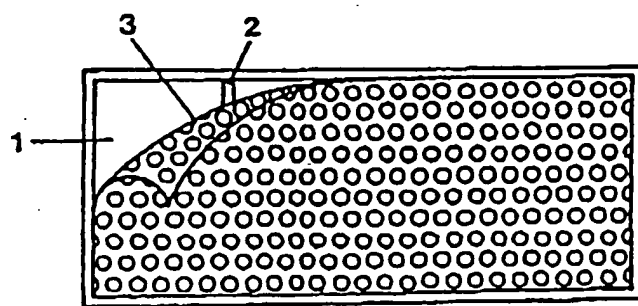


FIG. 2



FIG. 3

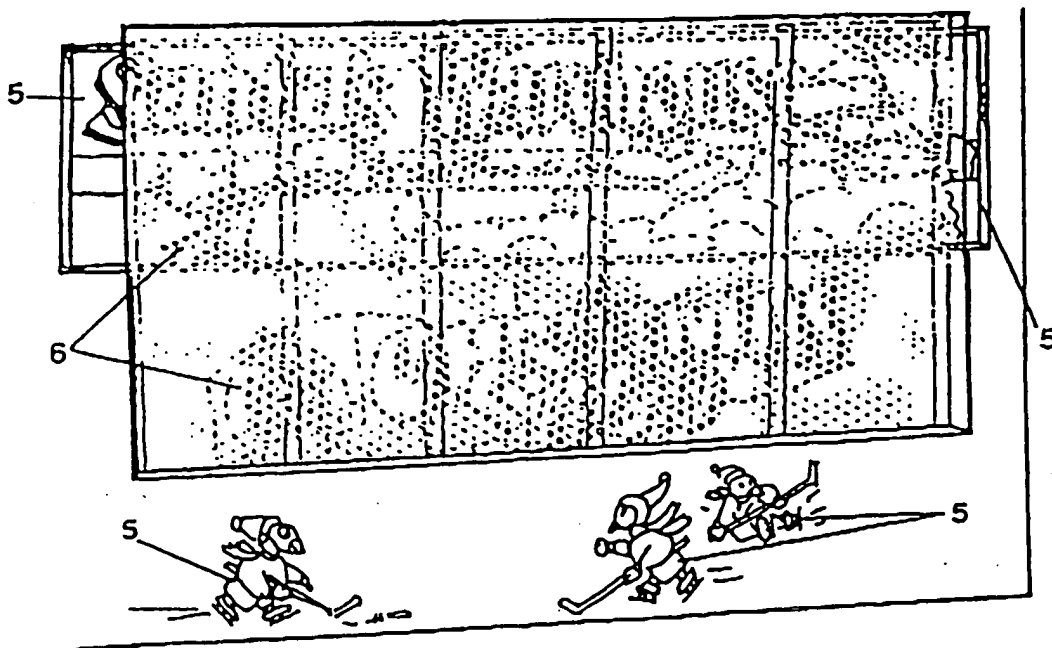


FIG. 4



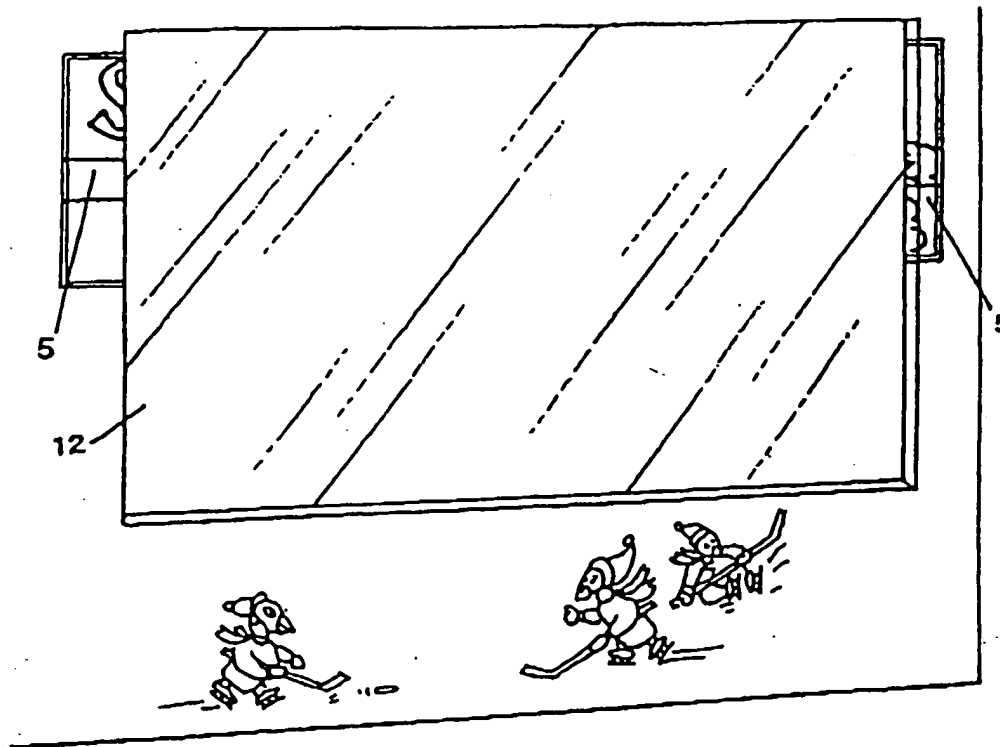


FIG. 5



FIG. 6

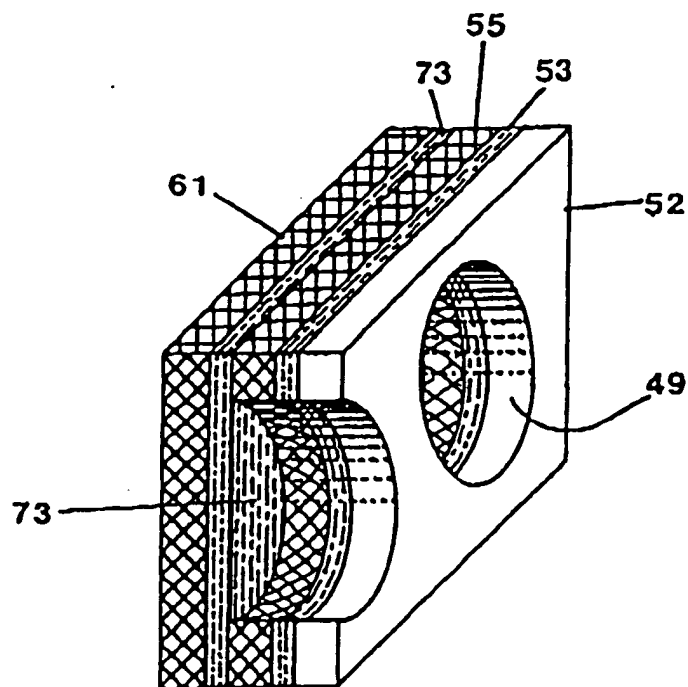


FIG. 7

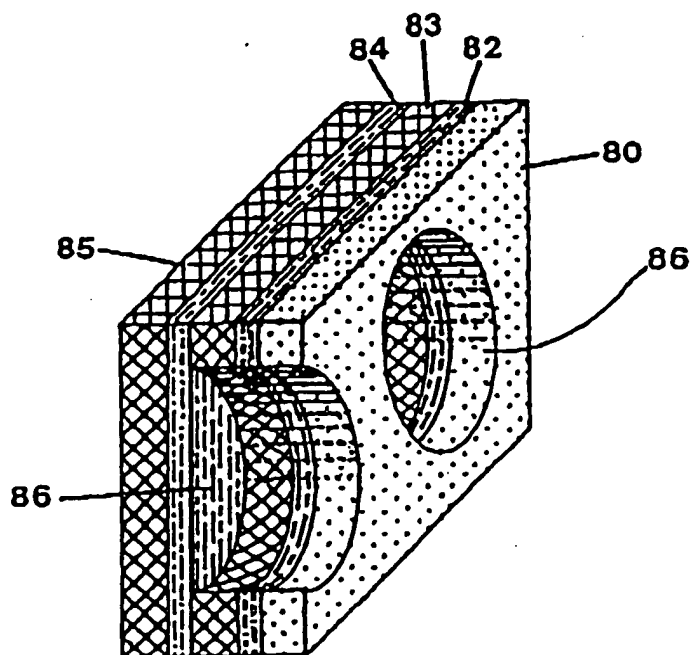


FIG. 8

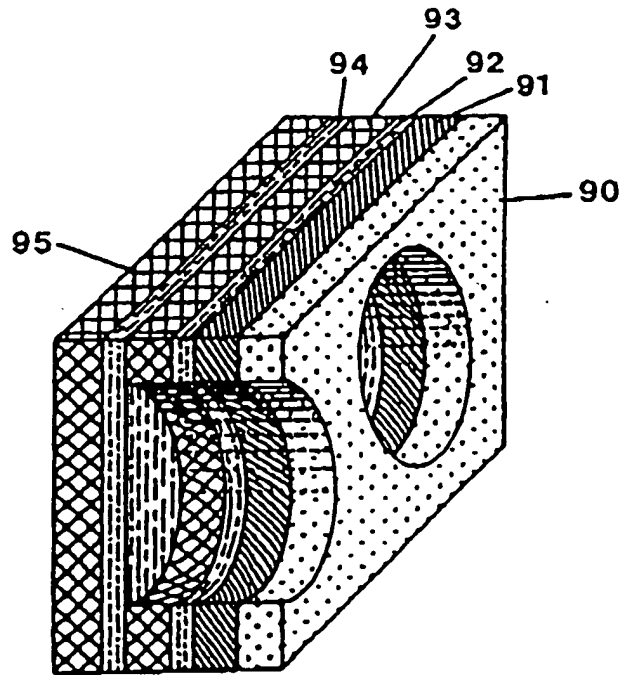


FIG. 9

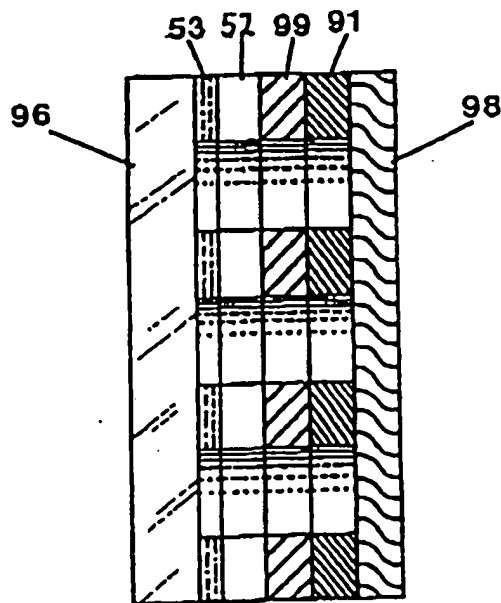


FIG. 10

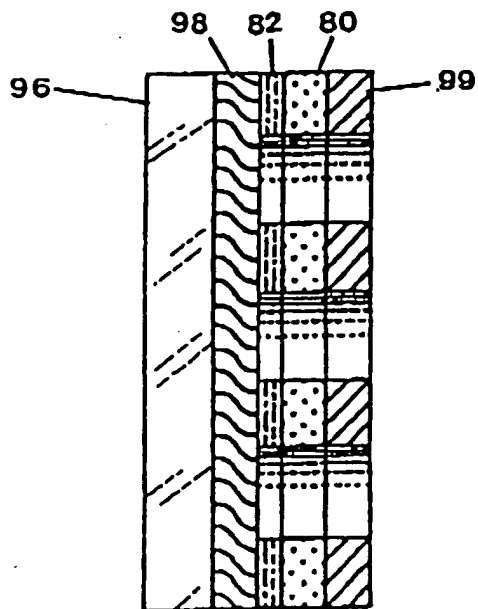


FIG. 11

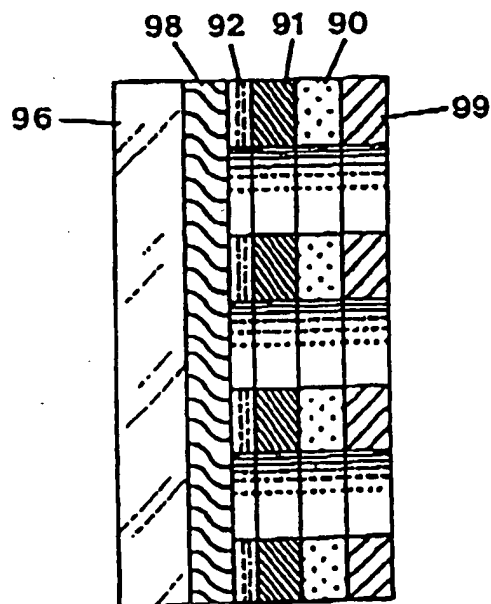


FIG. 12

## WINDOW PAINTING APPARATUS AND METHOD

This invention relates to techniques for the painting of transparent panels, such as windows, which permits messages, signs, and other such displays to be affixed to and displayed on such panels while permitting the passage in one direction but not in the opposite direction of visible light through light passages.

### BACKGROUND OF THE INVENTION

In the practice of window painting for advertising or promotional purposes, it is desirable to create as large an eye-catching a display as possible. Generally, however, a display across a window will block any light which would otherwise come through the window. Thus, this light cannot add to the interior lighting requirement of the structure or store having the window. Additionally, in such structures as banks where security is of importance, not being able to see out through the windows can present serious security problems. Security can be important to the safety and well-being of the bank customers and employees.

Painted window graphics is one of the largest segments in the sign painting industry. They can be seen practically everywhere—at banks, restaurants, and retail stores. Yet, traditional painted window graphics look untidy from a location inside of the window, as well as blocking natural light into and through the store window and out of the window. Typically, from the reverse side of an image on the graphics, the appearance of the image looks poorly and can be a great distraction, and this is a well-known objection to the use of such images upon window surfaces.

Hill, U.S. Pat. No. 4,673,609, discloses a method of painting one-way graphics onto windows by the use of a mask applied to the window where paint goes through the holes to adhere directly to the glass. There are many problems associated with this method.

1. If the mask does not adhere properly, the paint will bleed under the mask and create unsightly irregular or ragged patterns of dots.
2. Removal of the mask may remove portions of the color or lift entire dots from the surface of the glass.
3. Removal of the graphics from the glass is labor intensive, requiring the use of aggressive window cleaning techniques including scraping the paint from the window, the use of cleaning agents, or the use of high pressure sprays.
4. During the removal of painted graphics from the surface of the glass, the washed off or scraped off paint particles can stain the surrounding areas such as window frames or sills, wall areas, landscaping and walkways.
5. Multiple coats of paint are required to achieve one way graphics; first a black or dark coat is applied and then after the black coat has dried, then at least one coat of the background color is required to cover the black coating.
6. One way graphics painted directly onto glass require a significant investment of time both in the application of several coats of paint and in the labor-intensive removal methods required.

It could be well if the use of such images did not block the light or the view that is the intended function of the window, because the benefit of such images would be great.

The display product and method of this invention seeks to solve these problems.

## SUMMARY OF THE INVENTION

The present invention is directed to an improved display product and method of making the display wherein a perforated panel is provided with layers of paint which are kept on the perforated panel. Thus, depending upon the type of display which is desired, the sign painter using the teachings of the present invention can have a wide latitude of designs which can be applied to see-through graphics. The resulting product can be substantially opaque to an observer looking from one side of a display product yet the observer is able to see through the product from the other side of the product itself.

For the sign painter who wants quality and durability with the ability to create see-through graphics, the preferred embodiment is a superior display product for hand painted one-way graphics. An image is painted onto a perforated panel, and then the panel is applied to window surfaces. This allows durable and high quality paints to be used for longer term graphics displays, compared to traditional painted window graphics.

The preferred embodiment is for use on masked windows since it has a perforated liner that could allow the paint to go through the liner. For unmasked windows, or for applications where it is desired to do the painting in locations other than the site of the installation, a different version could have an additional liner which would prevent the paint from bleeding through.

In the preferred embodiment of the present invention, a window to be provided with a display product is masked with masking paper and masking tape to cover the exposed parts. A perforated panel is cut to fit the window and attached over the masking paper and the masking tape. The perforated panel is painted with an image that is desired. Once the painting is completed, the panel is taken away from the masking paper, and the masking paper and the masking tape are removed and discarded. The painted panel with the one or more layers of paint thereon is applied to the window which was previously covered by the masking tape and the masking paper. The perforated panel could have an adhesive coating that would have a protective backing liner to protect the adhesive. This liner is peeled off when as the perforated panel is peeled or separated from the backing masking paper and masking tape, thus, leaving the holes of the perforated panel free as well as holes in the painted liner.

Once the perforated panel with paint thereon is applied to the window, the assembly of panel and paint layers is complete and an observer looking in the direction of the panel will see through the panels without seeing the paint layer and the observer looking at the paint layer from a distance will not see the interior of the space or the opposite side of the panel from the window side.

Typically, the perforated panel is applied by an adhesive to the masking paper but it also can be applied by other methods, such as tape, double-stick tape, sprayed adhesive, suction cups and the like. The perforated panel can be backed by a non-perforated backing layer either with or without an adhesive layer therebetween. Such removable backing liner would eliminate the need for masking of the windows in many installations.

The primary object of the present invention is designed to provide an improved painted display product and method of making the product wherein a perforate panel is used to form a display product on a glass surface or window and in which the display product is possible due to the placement of the perforate panel on the window. Thus the observer can view the image from one side of the window surface, but not from

the other side, all of which gives wider latitude to the formation of designs on window surfaces in an efficient, economical manner.

Other objects of this invention will become apparent as the following specification progresses, reference being had to the accompanying drawings for an illustration of the invention.

#### BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 is a side elevational view of a window to be provided with the design of the present invention covered by masking paper and tape;

FIG. 2 is a view similar to FIG. 1 but showing a perforated panel applied over masking tape and masking paper on the window;

FIG. 3 is a view of the window with the perforated panel mounted on the masking tape and masking paper applied to the window surface, and a paint layer applied to the perforated panel and to areas around the window;

FIG. 4 is a view similar to FIG. 3 but showing the masking paper and masking tape to which are applied the dots of paint passing through the holes of the perforated panel, the result being observed when the panel and tape layer are peeled off the masking tape and masking paper;

FIG. 5 shows the window after the masking paper and masking tape have been removed, portions of the image not on the window remaining;

FIG. 6 is a view similar to FIG. 4 but showing the painted panel 8 installed on the window surface with the remaining image portions aligned with the surrounding graphics;

FIG. 7 shows a fragmentary perspective view of the assembly of layers capable of holding the design of the present invention;

FIG. 8 is a view similar to FIG. 7 but showing a slightly modified form from that shown in FIG. 7;

FIG. 9 is a view similar to FIGS. 7 and 8 but showing black adhesive backing for the stack of the present invention; and

FIGS. 10, 11 and 12 are vertical sections through the panel assemblies of FIGS. 7, 8 and 9, respectively.

#### DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENT

In a preferred embodiment of the invention denoted by the numeral 10 having clear glass panes or window 12 (FIG. 1) is provided with a masking tape 2 around the exposed window hardware and a masking paper sheet 1 is applied to the window on one surface thereof.

A perforated panel 3 is shown in FIG. 2 as applied to and fitted with the window on one side of the transparent or translucent pane or surface thereof. The perforated panel 3 is cut to fit the window. Panel 3 is hung in place with double-stick tape strips, the attachment being in covering relationship to the masking paper 1 and the masking tape 2.

The outer surface of the panel 3 is painted with an image denoted by the numeral 4 (FIG. 3) as desired. In applications where the window will have the graphics to match the image around the window on large continuous graphics, for example, the entire scene can be painted at one time including the masked windows covering the perforated panels. The numeral 5 shows portions of the image that extend onto the surrounding surfaces of the structure that supports the window. Since the same paint is used on the assembly and the rest of the site to be painted, and the painting is all done at

one time, there will be little noticeable difference between a portion of the image on the panel and the rest of the graphic, yet persons on the inside of the window can still see out through the window to the outside of the building or structure which the window forms a part.

Once the painting layer has completely dried, the panel 3 is separated from and taken off the masking paper and masking tape. Then, after the masking paper and masking tape have been taken off the window surface, they are discarded as they are no longer needed to carry out the teachings of the present invention. FIG. 4 shows a portion of the paint dots 6 on a masking paper and masking tape but this is not the image which is desired. The desired image is painted on the outer surface of the perforated panel 3 (FIG. 6) and this panel has been separated from the masking paper 1 and a masking tape 2.

FIG. 5 shows the windows from which the masking paper 1 and the masking tape 2 have been removed. The end portions of the image not on the window remain on the panel.

After the masking paper and masking tape have been removed from the window, the perforated panel with the layers of paint forming the image 4 on the panel are applied to the window surface as shown in FIG. 6, and the holes in the perforated panel allow the observer to see through the panel from one side of the window but an observer can only see the image in the form of the paint layers when looking at the window from the other side of the window.

The panel could have an adhesive coating that would have a protective backing liner to protect the adhesive until ready for use. The assembly could be done either before or after the perforation of the panel. To install the painted panel in this configuration, the backing liner of the assembly is first removed to expose the adhesive backing; then, the image on the assembly is aligned with the surrounding graphics and the assembly is smoothed out onto the surface of the window, thus attaching the perforated panel and the image to the window surface. Another possibility of the installation would be to affix the perforated panel to the glass window surface in some other method such as by an adhesive or tape, a double-stick tape, spray adhesive, suction cups and the like.

The panel can be backed with a non-perforate backing either with or without the adhesive layer in a protective backing liner which could or would eliminate the need for the masking of the windows in many installations.

FIG. 7 shows a cross-sectional view of an embodiment with a non-perforated backing paper. This configuration uses transparent materials which could be affixed to the glass and is provided for configurations which could be used for applications where the image would be viewed through the glass panel. The panel on which the image is to be painted or printed, broadly denoted by the numeral 52, is transparent and is backed with a transparent adhesive layer 53 which could also be an electrostatically charged surface as in static cling plastic materials.

The adhesive layer 53 is protected by a removable backing liner 55. These three elements, namely panel 52, clear adhesive 53, and backing liner 55 could form an assembly of layers which could be perforated with holes 49 together. The assembly of these three layers would then be bonded or laminated onto a perforated removable backing material or layer 61, by an adhesive 73. The adhesive as shown is applied to the backing and then the assembly 55 and 73 is laminated to the assembly of layers 52, 53 and 55. The adhesive 73 could be applied to the back of the removable

backing liner 55 to adhere the non-perforated removable backing material 61 to the assemblies 52, 53 and 55. Alternately, layers 52 and 53 can be backed directly to non-perforated removable backing layer 61.

It is only necessary that the panel which is to be painted or printed upon, namely panel 52, be perforated. All other elements except the backing material 73 can be perforated or not as desired.

FIG. 8 shows perspective views of an embodiment wherein the image can be visible over the surface of the glass. The panel 80 on which the image is to be painted or printed is opaque material. Panel 80 is backed with a dark colored adhesive 82. The adhesive layer 82 is protected by a removable backing layer 83. These three elements, namely elements 80, 82 and 83 could form an assembly which permits the elements to be perforated with holes 86 together. The assembly of layers 80, 82 and 83 would then be bonded to or laminated to a backing material 85 by an adhesive 84. The adhesive as shown is applied to the backing liner 85 and then the assembly of layers 84 and 85 is laminated to the assembly layers 80, 82 and 83. The adhesive would be applied to the back of the layer 83 to adhere the backing material layer 85 to the exposed assembly of layers 80, 82 and 83. Layers 80 and 82 could be backed with a non-perforated removable backing layer 85.

It is only necessary that the panel which is to be painted or printed upon, namely panel 80, be perforated. All of the other elements, except the printed material at layer 85 can be perforated or not, as desired. The backing should be solid for most applications.

FIG. 9 shows a view similar to FIGS. 7 and 8 in which the opaque panel 90 has a dark colored layer 91 with an adhesive 92 which could also be an electrostatically charged film as in static cling plastic materials, a transparent adhesive or a dark colored adhesive. The adhesive layer 92 is protected by a removable backing liner 93. These four elements could form an assembly which could be perforated together. The assembly of elements 90, 91, 92 and 93, would then be bonded or laminated to a backing material 95 by an adhesive 94. The adhesive is applied to the backing and then the assembly 94 and 95 is laminated by the assembly of 90, 91 and 92. The adhesive could be applied to the back of the removable liner 93 to adhere the backing material 95 to the assembly 90, 91 and 92. Layers 90, 91 and 92 could be backed with a non-perforated removable backing layer 95.

It is only necessary that panel 90 which is to be painted or printed upon be perforated. All the other elements except the backing material 95 can be perforated or not, as desired. The backing material should be solid for most applications.

In FIGS. 10-12, the image 99 is viewable from the left in FIG. 10 and from the right in FIGS. 11 and 12. FIGS. 10, 11 and 12 show the addition of a semitransparent material 98 such as a partially tinted film or metalized film commonly known as one-way mirror film or window tinting. The addition of this semitransparent material allows the one-way printing effect to compensate for different light levels and would offer a greater degree of "one-way vision", which would have many applications in the field of security or surveillance. FIGS. 10, 11 and 12 also show the panels adhered to a window material such as glass or plastic 96, after the backing materials have been removed and discarded. FIG. 10 also shows the perforated adhesive backed panel 52 of FIG. 7 printed with an image 99 and overlaid with a dark color layer 91.

What is claimed is:

1. A method of painting a window with a one-way vision image, wherein the image is visible when viewed from one

image appears substantially the other side of the steps of:

providing a panel layer having an image and a window, the panel having a protective liner removably attached to one side of the panel; and

painting said first panel side of said panel layer with at least one layer of paint to form an image on non-perforated portions of said panel layer, said solid backing layer preventing excess paint which travels through said plurality of through-holes in said panel assembly from contacting the window;

temporarily mounting the perforated panel assembly with said solid backing layer to a window;

painting said first panel side of said panel layer with at least one layer of paint to form an image on non-perforated portions of said panel layer, said solid backing layer preventing excess paint which travels through said plurality of through-holes in said panel assembly from contacting the window;

removing said solid backing layer along with said protective liner from said panel layer window, and

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removing said masking sheet from the window; and peeling back said protective liner from said panel layer and adhering said panel layer to the window.

8. The method according to claim 7 wherein said protective liner is removably attached to said second panel side of said panel layer by an adhesive layer.

9. The invention according to claim 7 wherein said panel layer comprises static cling plastic material.

10. The method according to claim 8 wherein:

said panel layer comprises transparent material; and said painting step includes applying separate paint layers of light-reflective color and dark color.

11. The method according to claim 9 wherein:

said panel layer comprises transparent material; and said painting step includes applying separate paint layers of light-reflective color and dark color.

12. The method according to claim 8 wherein:

said adhesive layer is colored black;

said panel layer comprises transparent material; and

said painting step includes applying a layer of light-reflective color.

13. A one-way vision panel assembly bearing an image for application to a window, wherein upon application to the window the image is visible when viewed from one side of the window and the image appears substantially transparent when viewed from the other side of the window, the panel assembly comprising:

an assembly comprising a panel layer having a first panel side for receiving an image and a second panel side for mounting to a window, said assembly further including a protective liner removably attached to said second panel side;

said assembly is perforated with a plurality of through-holes;

8

a solid backing layer removably attached to a protective liner side of the perforated assembly, wherein:

said solid backing layer effective to catch excess paint which travels through said plurality of through-holes as one or more layers of paint are applied to said first side of said panel layer; and

said solid backing layer, along with said protective liner, are removable to permit said second side of said panel layer to be adhered to the window.

14. The one-way vision panel assembly according to claim 13 wherein said protective liner is removably attached to said second panel side of said panel layer by an adhesive layer.

15. The one-way vision panel assembly according to claim 13 wherein said panel layer comprises static cling plastic material.

16. The one-way vision panel assembly according to claim 14 wherein:

said panel layer comprises transparent material; and

said first panel side of said panel layer includes separate paint layers of light-reflective color and dark color applied thereon.

17. The one-way vision panel assembly according to claim 15 wherein

said panel layer comprises transparent material; and

said first panel side of said panel layer includes separate paint layers of light-reflective color and dark color applied thereon.

18. The one-way vision panel assembly according to claim 14 wherein:

said adhesive layer is colored black;

said panel layer comprises transparent material; and

said first panel side of said panel layer includes a layer of light-reflective color applied thereon.

. . . . .



This is the Exhibit marked K referred to in  
the Affidavit of Linda M. Icard dated  
this 11th day of November 1999.

Before me

Sharon M. Ellis

My Commission Expires January 31, 2001

Notary Public

## CONFIDENTIAL NON-DISCLOSURE AGREEMENT

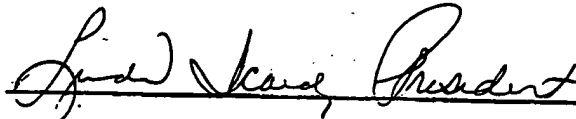
Imagolmage Inc., a California corporation at 2785 Mitchell Drive, Suite 110, Walnut Creek, CA 94598, is the owner of or has the right to license certain unpublished Inventions, Trade Secrets and Proprietary Information (hereinafter known as the Inventions) relating to new products in various product groups. Initial Disclosure will include Imagolmage reference: IMAGOIMAGE, Processes for manufacturing one way viewing panels for advertising and various other uses.

Imagolmage Inc. is desirous of maintaining such unpublished Inventions in confidence.

Linda Icard<sup>1</sup>, an officer of Visual Technologies, Inc., is desirous of obtaining a disclosure of the above Invention, on his own behalf and on behalf of his principal, and hereby agrees on behalf of his principal and himself, to receive the oral and/or written disclosure about the Inventions in confidence, not to disclose the Inventions, to a third party, and not to copy or practice the Inventions or compete with Imagolmage in the manufacture, use or sale of the Inventions, without the written consent of Imagolmage Inc.

Corporation:            Company Name:    Visual Technologies, Inc.  
  
                            Address:            10920 Southern Loop Blvd.  
   Pineville, North Carolina 28134  
   704 588-7466

Signed: \_\_\_\_\_



Print Name: Linda Icard

Title:            President

Dated:           July 26, 1993



# ImagoImage Inc.

## FAX TRANSMITTAL COVER SHEET

DATE: Monday, July 26, 1993

~~FROM~~ TO: Linda Icard

COMPANY: Visual Technologies Inc.

RECIPIENT'S FAX #: 1 704 588-7329

~~TO~~ FROM: MICHAEL LUCKMAN

SENDER'S FAX #: (510) 937-1260

SENDER'S PHONE #: (510) 906-0575

SUBJECT: Enclosed Non-Disclosure Form

(2) PAGES INCLUDING THIS COVER PAGE

### ADDITIONAL COMMENTS:

Linda,

Please sign and fax back to me.

Michael



This is the Exhibit marked L referred to in  
the Affidavit of Linda M. Icard dated  
this 11th day of November 1999.

Before me

Sharon M. Ellis

Notary Public

My Commission Expires January 31, 2001

F

AND TOMORROW

TO: Linda & Ben Icard  
COMPANY NAME: Clear Choice Marketing  
FAX #  
DATE: 8/16/93  
CALL BACK OPERATOR: Debbie  
NUMBER OF PAGES INCLUDING TRANSMITTAL SHEET: 10

## MEMO

Dear Linda &amp; Ben:

Thank you for visiting with us. As you can see, I'm in the Creative Minds office today. Obviously, this fax is on behalf of ImagoImage Inc.

The License Agreement sample is enclosed. Additions will include a schedule showing the one year exclusive Screen Printer arrangement in the South Eastern States, as we discussed..

Please call me with any questions.

Trust you both had an enjoyable day in San Francisco, and a safe trip home.

Welcome to the team. We look forward to working with you.

Cordially,



PLEASE FIND ENCLOSED THE FOLLOWING :

ITEM #	QUANTITY	DESCRIPTION

PLEASE CONTACT US IF ALL DOCUMENTS, AS STATED, ARE NOT RECEIVED.

FAX: (707) 578 4395

SENDER GREG ROSS

SENDER'S SIGNATURE 

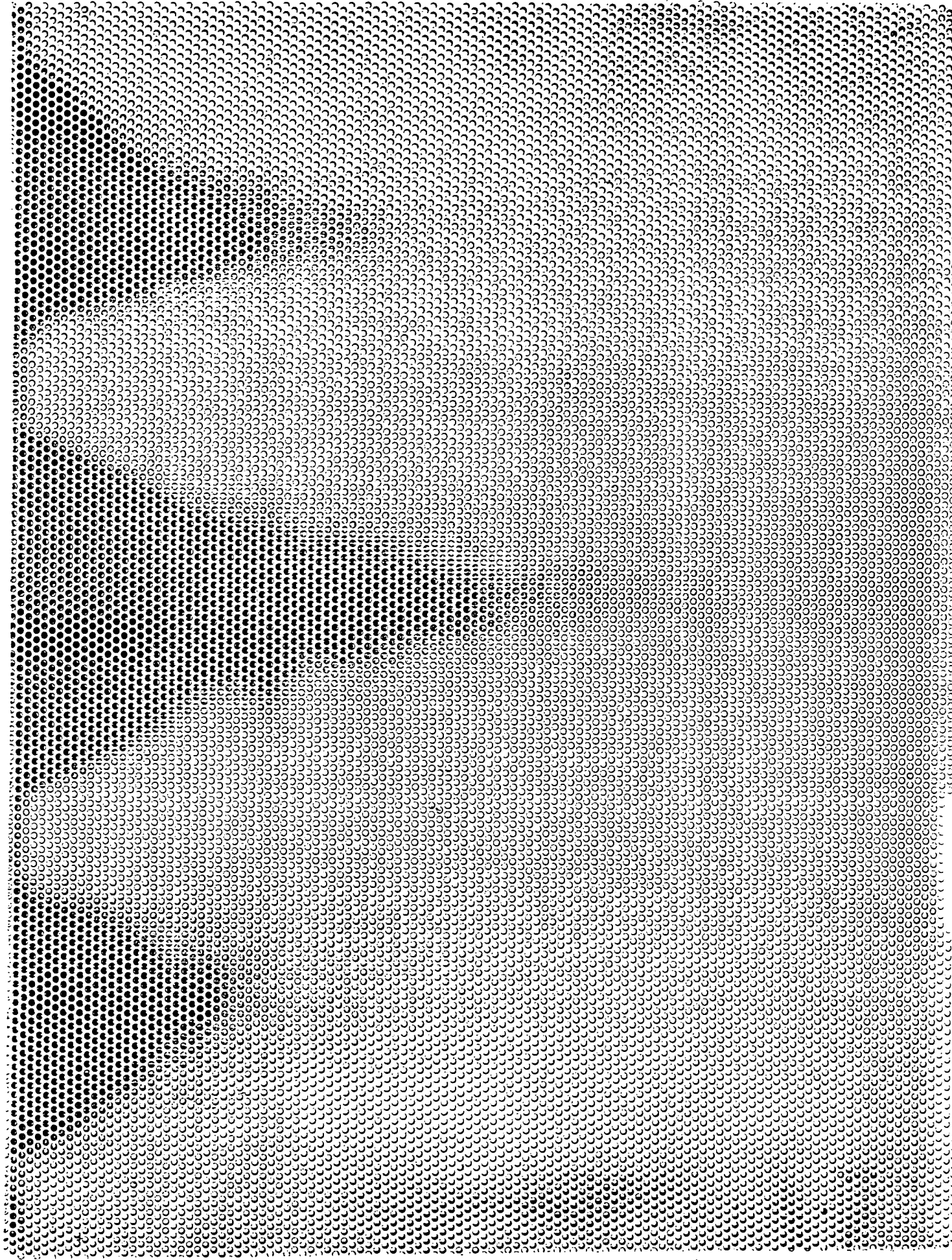
P17 Quantity of Samples: One (1)

This is the Exhibit marked M referred to in  
the Affidavit of Linda M. Icard dated  
this 11<sup>th</sup> day of November 1999.

Before me Harold M. Davis

Notary Public

My Commission Expires January 21, 2001



This is the Exhibit marked N referred to in  
the Affidavit of Linda M. Icard dated  
this 11<sup>th</sup> day of November 1999.

Before me Sharon M. Bell

My Commission Expires January 31, 2001

Notary Public



San Francisco Examiner

# BUSINESS

★ ★ ★ Friday, March 5, 1993 B-1



One of the six Muni and AC Transit buses that sport newfangled advertisements that use new technology allowing passengers to see through them. SUPERGRAPHICS

## High-tech ads debut on buses

**Silicon Valley firm gives mass transportation a slick new look**

By Kathleen Sullivan  
OF THE EXAMINER STAFF

Buses roaming the streets of San Francisco and Oakland have a slick new look, thanks to the work of a 6-month-old graphics company in Silicon Valley.

SuperGraphics Inc., a Sunnyvale firm with five employees, takes credit for blowing up a photograph of a Crystal Pepsi advertisement on a desktop computer, printing out the image on giant

transparent sheets, and slapping the panels on six Muni and AC Transit buses.

The colorful logo of the clear cola — the latest fad among cola companies — covers each bus, passenger windows and all.

Yet, from the inside, passengers see nothing but a clear view, due to a patented technology for printing color images on a transparent material known as "ContraVision."

SuperGraphics didn't invent that technology. Its contribution was blending two new technologies — printing photorealistic images on ContraVision and vinyl — to create a huge picture that can cover a bus, said Brian LaBadie, president of SuperGraphics.

LaBadie said the technology

represents a faster and cheaper way to "paint" an advertisement on a bus than other methods.

He said it takes two days to apply the 70 vinyl panels needed to cover a bus, compared with two weeks to paint a bus with an air brush. The vinyl panels can be removed in two days, and leave the underlying paint job intact; it takes two weeks to remove an air-brushed image, and the bus must be repainted afterwards. No solvents are used to install or remove panels. If a panel is damaged, it can be easily replaced by SuperGraphics, which retrieves the image from its computer and prints another copy. Graffiti can be easily removed.

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• EDITORIAL / B10

## Rolling L.A. billboard hypes movie

### Look out: RoboBus genre may soon come to L.B.

By **Thair Peterson**  
Staff writer

**HOLLYWOOD** — There it rolls down the boulevards of Los Angeles, keeping the streets safe for money-hungry transit lines and publicity-seeking movie studios.

It's the RoboBus. Half bus, half poster — all hype. If this doesn't grab your attention, nothing will. It's an MTA bus draped almost completely with computer-generated vinyl images from the upcoming "RoboCop 3."

Unveiled Tuesday morning a few blocks from the Chinese Theater by Orion Pictures and the

Metropolitan Transportation Authority, the RoboCop Special includes murals of the android character walking amid a cityscape underneath tagger-type graphics.

The ceremony took place amid an open casting call that drew 60 RoboCop wannabes who auditioned to such commands as "head right" and "walk forward" before the movie director and costar picked four people to do promotional appearances for the film's Nov. 5 opening.

It's part of a growing trend in traveling billboards that has spread from New York to Los

Angeles and Orange County and will likely reach the Long Beach area soon.

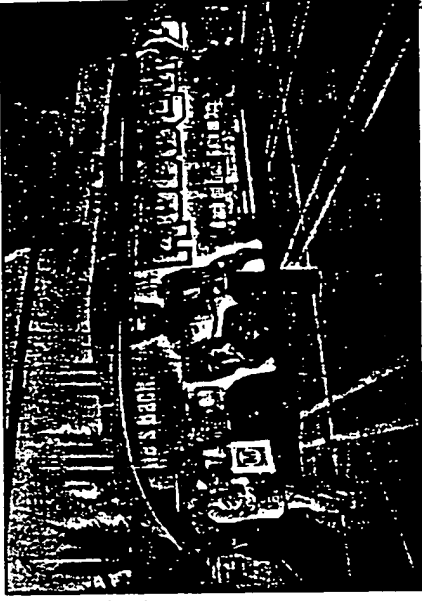
Previous efforts generally involved painting buses, such as the "King Tut Bus" that proved to be a hit with people going to a 1978 art exhibit.

For the latest version, a Silicon Valley firm designs the photo-realistic images on computer and prints them on vinyl sheets. Unlike conventional billboards, these images cover the whole side and rear of the bus, including the passenger windows.

Although it is difficult to see into the bus, the passengers have no trouble looking out. The driver's windshield remains uncovered for safety reasons.

RoboBus will be running on

PLEASE SEE ROBObUS/B2



Stalking the streets of Hollywood on Tuesday is RoboBus, an MTA vehicle draped almost completely with computer-generated vinyl images from the upcoming movie "RoboCop 3." Passengers can see out, but you can't see in. Hey, it helps pay the bills. (B)

## ROBOBUS: Rolling billboard hypes movie, helps MTA

CONTINUED FROM B1

MTA Line 20 between downtown Los Angeles and Santa Monica. Another bus is scheduled to start running in the San Fernando Valley within the next two weeks.

Evran Braude, a Long Beach city councilman and MTA board

member, said a moving billboard plugging other products will likely be traveling in the Long Beach area within the next few months. "It's a very positive way to advertise and get some extra revenue for us," Braude said.

A 10-bus pilot program will generate at least \$2,000 per bus,

costumes and eight mounted knights in plumed helmets has been drawing Disneyland-area tourists to the Medieval Times dinner and tournament show in Buena Park.

The bus travels on Line 43 from Anaheim to Newport Beach, on Harbor Boulevard.

Both the MTA and OCTD mobile murals have been sold through TDI, a New York-based transit display advertising firm that also serves as an agency for Long Beach Transit.

Moving billboards have been used to hawk Crystal Pepsi in San Francisco, Phoenix Suns bas-

ketball in Arizona and Florida Marlins baseball in Miami. "They cause quite a sensation," said Rhea Mealey, a spokeswoman for Long Beach Transit, which is hoping that TDI will find an advertiser willing to decorate a Long Beach bus.



# THE CHRISTIAN SCIENCE MONITOR

CONTENTS OF THIS PAPER ARE NOT TO BE REPRODUCED WITHOUT PERMISSIONNO. 85 NO. 143

## Hey! Hollywood Megahits Roll Down Streets of L.A. As 3-D Computer Graphics

**By Daniel B. Wood**

Staff writer of The Christian Science Monitor

LOS ANGELES

**L**IKE the fist of a cinematic cyborg, delivering a last-minute blow to the latest villain of the silver screen, Hollywood is reaching out to help knock out Los Angeles's budget problems. While the film industry is having one of its best-ever blockbuster summers — led by such hits as "Jurassic Park" (\$300 million in domestic gross), "The Firm" (\$133 million), and "Sleepless in Seattle" (over \$100 million) — Los Angeles County is having one of its worst, looking for ways to trim \$700 million from its 1993-94 budget.

Enter Orion Pictures, which last week came up with a way to keep enthusiasm rolling for sequels to its own megahit, "RoboCop," by keeping tires turning for the cost-cutting Metropolitan Transportation Authority (MTA). The idea: 40-foot, street-level, mobile billboards, with 3-D, computer-generated graphics.

"Like every other public agency that depends on sales-tax rev-

See **HOLLYWOOD** page 4

# HOLLYWOOD from page 1

enne, we're experiencing shortfalls," said MTA spokeswoman Stephanie Brady at the unveiling of the program's first two buses last week. "So we have to be as creative as we can in exploring new revenue streams." The agency just finished trimming \$117 million from its budget last year, only to face \$140 million more in cuts this year.

The first ad campaign of its kind in Los Angeles County, the new rolling billboard campaign is expected to bring the MTA about \$570,000 over three years while turning 100 buses into mobile advertisements for movies and other products. Denise Quon, Orton's vice president for media, said the buses are a first for Orton, and that she expects other studios to soon follow the lead in advertising big releases.

Frank Sandusky, regional manager for TDI, the advertising firm that oversees advertising for the MTA, expects several other major studios to soon follow suit because the idea takes a giant leap beyond the traditional, billboard-type ads.

"Compared to a freeway painted bulletin,

this hits viewers at eye level, while moving ... the impact is far greater," he says. Already used on a small scale since November in Phoenix and San Francisco for such clients as Crystal Pepsi, the idea comes at a perfect time for Hollywood hypesters and county cost-cutters, he adds.

If the first year goes well, a 100-bus program for two ensuing years would bring in another \$400,000 in revenue as part of a contract between the MTA and a firm called TDI, an advertising arm of MTA.

Unlike normal advertisements, which are attached like billboards to the sides of buses, the new method contains photorealistic coloring placed on easily removable self-adhesive vinyl, which is applied directly to the bus's surface.

Though it appears from the outside that the ad covers the bus's windows, officials say a special window application makes the ad invisible from the inside of the bus, causing no obstruction or safety hazard to passengers or operator.

"We expect the public will like the idea and consider it fun," says Greg Davy, a spokesman for the MTA.



ROBOCOP 3' AD COVERS MTA BUS: The jumbo advertisements are turning heads on MTA's Line 20, serving Wilshire Blvd., which stretches from downtown to the ocean.

EXHIBIT O INTENTIONALLY OMITTED

NO EXHIBIT WAS MARKED "O" OR  
REFERRED TO IN THE AFFIDAVIT OF LINDA  
M. ICARD DATED 11 NOVEMBER 1999.

This is the Exhibit marked P referred to in  
the Affidavit of Linda M. Icard dated  
this 14th day of November 1999.

Before me

Sharon M. Gillis

My Commission Expires January 31, 2001

Notary Public

1 Joe Currier

Nicholas Speckmann

Banners - 0/2

30 Banner - (non o/k)

Feb 3 1971

Jeff Ward - 2<sup>nd</sup> day ~~08/25~~ 9/29  
1 - JOL

of banners ~~(~~the~~)~~ (no o/l) Share Co. 112

Chris Knecht

305 445-3904

2600 Alengas Rd. Suite 411

Coral Gables, Fla.

33134

4/10

AMERICAN PSYCHIATRIST, D

# ASSOCIATION

1. Images drive the

2785 Mitchell Drive Suite 110

Walnut Creek, Ca. 94598

Tri Union Medical

3206 Golden Leaf

Kingwood, Jx

77339

One Joe Camel ✓ 9/30/93  
mounted polycarbonate

MacCarthy + Co.  
Diane Wells  
2970 Clairmont Rd  
Ste. 650  
Atlanta 30329

404-634-7008

needs by Monday

Ship Thurs. 2nd Day ✓

AMERICAN PSYCHIATRIC  
ASSOCIATION

UPB  
9/30